C4722-2

PLUS
Cable marketing

- ATC President Collins becomes chief of HBO
- Turner initiates public stock offering
- U.K. operators drop out of race
- Cable Music Channel ready for debut

CableVision

The news and features weekly of the cable television industry
November 5, 1984

CV 0000009652 01
S GARNER SRI ACQ ED
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

EISNER TAKES CHARGE AT DISNEY

CableVision

COVER STORY

Leading the week............11-20

Collins to HBO

American Television and Communications President Joseph Collins has been appointed to a similar post at Home Box Office, with Michael Fuchs moving up to chairman. The move is seen as an attempt to bring costs of the pay service back into line.

Milwaukee blues

Warner Amex Cable and Viacom Cable dissolve plans to create a joint system venture serving Milwaukee and surrounding suburbs.

U.K. update

Great Britain's two largest cable companies announce pullout plans, a major setback to industry development there. Correspondent Richard Spandler has that story, plus news on an overseas development involving Times Fiber Communications.

CMC launch

The industry has two pop music video services running with the scheduled launch of Turner Broadcasting's Cable Music Channel Oct. 26. One proposal of the fledgling service under negotiation with record companies: per-play cash payments for specific clips.

Dereg. profits?

Operators who increase basic prices following rate deregulation in two years may be asked to hand over a percentage rather than a flat fee to basic cable suppliers. USA Cable Network chief Kay Koplovitz said deregulation gives an opportunity for rising profit margins on both sides.

TDC 'at all costs'

Newly appointed Walt Disney Productions Chairman Michael Eisner will protect The Disney Channel "at all costs." In an exclusive interview, Eisner elaborates on the direction that he plans on taking the studio.

Cable catches up

Basic cable services continued to gain over broadcast fare in the third quarter ratings, while pay service viewing has leveled out, according to a Cabletelevision Advertising Bureau compilation of A.C. Nielsen Co. data.

TBS offers stock

Concerned that interest rates will rise, Turner Broadcasting System announced last week it intends to proceed with plans to raise $125 million through a public offering to pay off its bank debt.

Turner Broadcasting System's Cable Music Channel pulls out of the blocks, ready to meet MTV head on with music videos such as 'Wrapped Around Your Finger' by The Police.

About the cover

Michael Eisner reveals some of his plans for Walt Disney Productions, including The Disney Channel. **See story on page 20.**

Sections

Programming 30

GalaVision faces programming refinements and experimentation with expanded basic placement as the Spanish-language pay service celebrates its fifth anniversary.

Marketing/Advertising 48

The proliferation of cable guides in the last several years has attracted the attention of the U.S. Postal Service, which is currently contesting applications for second-class status for four guides and is investigating at least two others.

Business & Finance 76

"The times they are a changin." That was the message Glenn Jones brought to a recent meeting of the Southern California Cable Association.

Management 82

An automated communications system installed at Warner Amex Cable's Houston franchise a year ago has helped reduce the volume of customer service inquiries there.

New Ventures..........................84

The nation's newest videotex service, transmitted via telephone, launches in Chicago this week.

Government & Law 86

Theft of service protections in recently passed federal cable legislation will add to laws already in place in many states. The federal law is crucial, however, because many states have only general protections in place. The current bill makes theft of service both a criminal and civil offense.

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Cable services subscriber count

Satellite-fed national service

Basic services	Affiliates	Subscribers	% change in subs from 10/3/83†
American Christian Television Systems (ACTS)	100	1,369,471	NA
Arts & Entertainment	1,500	10,500,000	NA
Black Entertainment Television (BET)	340	7,000,000	+52.0
Cable Music Channel	NA	NA	NA
Cable News Network (CNN)	6,247	27,654,000	+32.7
CNN Headline News	1,780	12,570,000	+169.0
C-SPAN	1,500	18,000,000	+24.1
CBN Cable Network	4,619	24,300,000	+9.4
Country Music Television	225	4,600,000	+283.3
Entertainment & Sports Programming Network (ESPN)	8,438	32,700,000	+35.6
Eternal Word Television Network(EWTN)	165	2,410,000	+48.5
Financial News Network (FNN)	1,000	17,000,000	+88.8
The Learning Channel	530	4,762,840	+32.3
Lifetime	1,992	20,425,569	NA
Modern Satellite Network (MSN)	550	9,913,290	+20.5
Music Television (MTV)	2,470	21,800,000	+45.3
The Nashville Network	2,000	16,800,000	+68.0
National Christian Network (NCN)	95	1,200,000	−16.6
National Jewish Television (NJTV)	196	4,050,500	+43.4
Nickelodeon	3,250	21,100,000	+51.2
Prime of Life	NA	5,000,000	NA
PTL Satellite Network	1,034	10,100,000	+26.2
Santa Fe Communications	26	524,723	NA
Satellite Program Network (SPN)	509	11,664,183	+52.6
Silent Network	240	6,800,000	NA
SIN Television Network*	276	28,338,300	+775.3
Trinity Broadcast Network	370	4,486,000	+39.3
USA Network	4,000	25,000,000	+31.5
The Weather Channel	1,260	12,800,000	+28.0
WGN-TV	5,741	14,211,515	+32.6
WOR-TV	1,066	4,800,018	+17.0
WPIX-TV	152	885,000	NA
WTBS-TV	7,798	31,600,000	+18.5

Pay services

American Movie Classics	NA	NA	NA
Bravo	156	246,000	+96.8
Cinemax	2,100	2,700,000	+8.0
The Disney Channel	1,712	1,132,389	NA
GalaVision	200	130,000	+4.0
Home Box Office (HBO)	5,400	13,500,000	+8.0
Home Theater Network (HTN)	400	275,000	+22.2
Professional Education Network	NA	NA	NA
The Movie Channel	2,750	3,200,000	+28.0
The Playboy Channel	457	720,000	+44.0
The Pleasure Channel	6	12,000	NA
Showtime	3,000	5,400,000	+20.0

Audio services

Cable Jazz Network	3	15,120	NA
Lifestyle	104	3,239,773	+79.9
Love Sounds	4	10,730	NA
Moody Bible Institute	34	535,879	+64.5
Nice and Easy	13	111,250	NA
Satellite Jazz Network	13	850,000	NA
Satellite Radio Network	50	403,000	+0.75
SCAN	34	173,000	+60.1
Star Ship Stereo	NA	NA	NA
WFMT, Chicago	154	989,029	+11.3

Text services

AP News Cable	400	4,700,000	NC
Dow Jones Cable News	175	2,240,000	+38.2
Electronic Program Guide (EPG)	165	3,276,189	+55.8
Genesis Storytime	13	159,000	NA
Reuters News View	350	4,100,000	+17.1
UPI Data Cable	450	NA	NA

Pay-per-view services

HiLife Channel	NA	NA	NA

Non-satellite-fed national service

Bicycled services

Fuji Network	7	3,833	+39.8
Nippon Golden Network	5	8,105	+305.0
The Pleasure Channel	8	4,000	NA
Vector Consumer News	12	300,000	NA
Vector Consumer Shopping Guide	16	490,000	NA

Regional entertainment service

Basic service	Affiliates	Subscribers	% change in subs from 10/3/83†
Atlanta Interfaith	7	130,000	+3.1
Bay Area Religious Channel (BARC)	5	107,100	−46.0
Buffalo Sabres Hockey	13	450,000	+38.4
The Ecumenical Channel	5	92,000	NA
Home Sports Entertainment—Houston/Dallas	57	48,000	NA
Home Team Sports	15	20,000	NA
KTVT	NA	NA	NA
Life Newsvision	24	35,000	+218.0
Madison Square Garden	52	1,700,000	+13.0
Meadows Racing Network	19	275,000	NA
MetroChannel	1	112,000	+1.8
New England Sports	NA	NA	NA
Newsday Cable	1	232,000	+22.0
PRISM-Philadelphia	89	369,500	+4.8
Pro-Am Sports	35	25,000	NA
The Superchannel	13	22,000	NA
SportsChannel (New England)	47	55,000	+175.0
SportsChannel (New York)	39	370,000	+23.1
Sports Time	112	42,000	NA
SportsVision	20	45,000	+309.0
Sportsvue Cable Network	25	18,500	NA
Texas Cable Network	12	730,000	NA
Video Music Channel	30	300,000	+172.0
Z-Channel	23	96,730	+5.9

Announced services

Non-satellite-fed services	Expected Launch
The Games Network	4th quarter 1984
Regional services	
Box Seat	TBA
Satellite-fed services	
Almi Group Network	TBA
The Aloha Network	TBA
AP News Plus	12/84
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cable Music Channel	10/84
The Cableshop	1/85
Cable SportsTicker	4th quarter 1984
Cabletix	TBA
Comedy Entertainment Network	TBA
Computer Satellite Network	1/85
Discovery Music Network	1/85
Kidvid Network	11/84
MTV Network Second Service	1/85
Magicable	TBA
Movie Time	1/85
Nabu Network	2nd quarter 1985
The Nostalgia Channel	TBA
Pacific Cable	4th quarter 1984
Satellite Concert Network	TBA
Star Video Music	11/84
Studioline	1985
The Work Channel	TBA
X'Press	1st quarter 1985

Note: Subscriber and affiliate counts are as of 7/31/84 unless otherwise indicated.
NA denotes not available
NC denotes no change
TBA denotes to be announced
* Total SIN reach. Spanish-speaking households: 3,490,300.

† Percentage change is now computed using previous year's figures.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable network during October 1984.

A&E
American Hawaii Cruises (R)
BMW Autos (R)
British Airways (N)
Celestial Seasonings (N)
Exxon (R)
Ford (R)
GM (N)
IBM (R)
Jamaica Tourist Board (N)
New World Pictures (N)
RCA (R)
Reagan-Bush '84 (R)
Schwepp's (N)
Showtime (R)
U.S. Postal Service (N)

BET
Anheuser-Busch (R)
AT&T (R)
Avon (R)
Campbell's Soup (R)
Carson Products (R)
CBS Records (R)
Coca-Cola (R)
Columbia Pictures Industries (R)
Eastman Kodak (R)
Ford Motor Co. (R)
Home Box Office (R)
IBM (R)
J.C. Penney Co. (R)
Johnson & Johnson (R)
Kraft (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Reagan-Bush '84 (N)
Sears (R)
Showtime/TMC (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marines (R)
U.S. Postal Service (R)
U.S. Treasury Dept. (R)
Westinghouse (R)
Wrigley's (R)

CBN†
Block Drug Co.
Burrough's Welcome
Business Week
Clorox
Consumer Reports
General Foods
General Mills
Haines
Jeffrey Martin
KalKan
M&Ms/Mars
Nestle
Thompson Medical
Time/Life
USA Today

CMC*
Paramount Pictures (R)
Tri-Star Pictures (N)
Wrigley's (N)

C-SPAN**
AT&T (R)
Centel (R)
DuPont (R)
General Motors (N)
IBM (R)
M/A-Com (N)

Dow Jones Cable News
Charles Schwab & Co.
Consumer Report (N)
House & Garden Magazine (R)
Northwestern Mutual (N)
Smithsonian Magazine (R)

ESPN
American Motors (R)
Cannon Films (N)
Canon Copiers (N)
Carnation (N)
Chrysler Imports (N)
Dodge (R)
Emerson (N)
Hilton Hotels (R)
Honda Motorcycles (R)
JRAP (N)
Kentucky Fried Chicken (R)
Mondale-Ferraro (N)
M. Rubin & Sons (N)
N.J. Travel & Tourism (N)
North American Van Lines (N)
Procter & Gamble (R)
Ramada Inns (R)
Ryder Trucks (R)
Sanyo (R)
Sears (R)
Sharp (N)
Showtime (R)
Stouffers Hotels (N)
UPS (R)
U.S. Army (N)
U.S. Navy (N)
Zenith (R)

FNN
American Airlines (R)
Avis (R)
Borg Warner (R)
Charles Schwab (R)
Chicago Board of Trade (R)
Compact Computers (R)
DHL (R)
Hyatt Hotel (R)
John Hancock (R)
Merrill Lynch (R)
Mita Copiers (R)
Sanyo (R)
Shearson Lehman/American Express (R)

MSN
Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Foods (R)
Hershey Foods (R)
Mattel Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

National Jewish Television*
Bank Hapoalim (R)
Coleco (R)
Crazy Eddie Stores (R)
Goody Products (R)
Hertz (R)
Jerusalem Post (R)
Sheraton Hotels (R)

Satellite Program Network

SPN*
Air New Zealand (R)
Australian Tourist Bureau (N)
Chesebrough Ponds (R)
China Beer (N)
Hilton Inns (R)
Mennen (R)
Nikon (R)
Pacific Airlines (N)
Purina (N)
Rubbermaid (R)
Time/Life Books (R)
United Airlines (N)

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Scientific-Atlanta Magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network
Campbell's Soup (N)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnafitch (R)
Solarts (R)

The Weather Channel
Allstate (R)
American Home Products (R)
American Motors Corp. (R)
Anco Wiper Blades (R)
Champion Spark Plugs (R)
Intalcable (R)
Norelco (R)
Pillsbury (R)
Procter & Gamble (R)
Prudential-Bache (R)
Quaker Oats Co.(R)
Ralston Purina (R)
Ramada Inns (R)
Sears Portrait (R)
Thomas J. Lipton (R)
3M (R)
Union Carbide (R)
United (R)
United Technologies/Carrier(R)
Warner Lambert (R)

R denotes renewal client.
N denotes new client.
*Listing is comprised of September advertisers.
**Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.

4722-2

PLUS Stereocasting

- FCC rules out PAC Bell in Palo Alto technicality
- Philadelphia recommends two franchise awards
- HiLife to launch pay-per-view on December 1
- Cable plans election night extravaganza

CableVision™

The news and features weekly of the cable television industry

November 12, 1984

A NEW DEAL IN PITTSBURGH: TCI TAKES OVER

CV 0000009652 01
S GARNER SRI ACQ ED
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

CableVision

Leading the week............11-18

Pac Bell brushed off

The FCC last week rejected a proposal by Pacific Bell to build a cable system for Palo Alto, Calif., saying the phone company had no client for its proposed facility. Attorneys interpret the decision to mean the franchisee must be named before phone company applications can be considered.

Group W teletext?

After conducting four months of operational tests, Group W Cable is expected to announce the commercial launch of its full-channel Request Teletext service in the next few weeks. The MSO, which has been testing the service on its Buena Park, Calif., system, wants to offer Request Teletext as a pay cable channel for Group W Cable subscribers.

Buffalo backs Playboy

Buffalo's City Council turns down consideration of a resolution asking Tele-Communications Inc.'s local system to discontinue The Playboy Channel.

Election fever

Four national cable networks will track election returns Nov. 6, and many systems will provide in-depth coverage of state and city campaigns.

HiLife PPV set to go

HiLife Channel has the premiere of its proposed pay-per-view movie service slated for Dec. 1.

Warner Amex sells

Warner Amex plans to sell its suburban St. Louis cable system to Cencom Cable Associates for some $45 million if local authorities approve the transfer of the 25 franchises involved. Little opposition is expected on those transfers, since Cencom plans no franchise scalebacks.

Philadelphia story

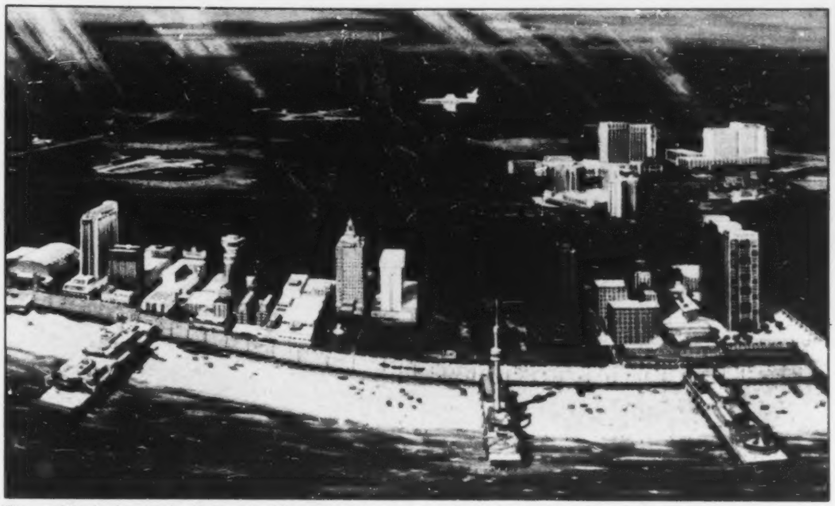
A City Council committee chooses Greater Philadelphia Cablevision and Wade Communications for Philadelphia's Areas 1 & 2.

Cox fight continues

Burlington, Vt.'s city hall continues its fight with Cox Cable over the local cable system after the Atlanta-based MSO won state approval to hike rates once it rebuilds the 15-channel system.

Atlantic Show

The cable television industry began familiarizing itself last week with the hard-won opportunities gained through enactment of S. 66. The act was signed into law by President Reagan just as the Atlantic Show was getting under way.



The cable industry's Atlantic Show, held once again in Atlantic City, N.J., gave participants the opportunity to closely analyze the impact of the national cable legislation recently signed by President Ronald Reagan.

COVER STORY

About the cover

Tele-Communications Inc. takes over for Warner Amex in Pittsburgh with the city's blessings. **See story on page 34.**

Sections

Programming.........................24

New Orleans officials want nightly bingo games programmed on Cox Cable's citywide system by the end of the year. But first they must overcome opposition from Louisiana's attorney general and a local crime commission.

Marketing/Advertising...........25

A recent study by Television Audience Assessment Inc. shows that programming that actively involves its audience provides an effective advertising environment. TAA President Liz Roberts says this research is important for the cable industry.

Business................................34

With Tele-Communications Inc. assuming operations of Pittsburgh's cable system from Warner Amex Cable last week, the process of whipping the 181,000-homes passed franchise into fiscal shape begins. Some ways TCI will try to accomplish that goal within five years: substituting one-way addressability for QUBE, revamping local public access and expanding use of Pittsburgh's institutional network.

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CABLE STATS

Film product comparison— October

Film	Pay Networks					Distributor
Actress, The		ST				MGM/UA
Alice In Wonderland				HTN		Universal
Alice's Advertures In Wonderland				HTN		American National Enterprises
Alice's Restaurant				HTN		MGM/UA
All the Marbles		ST				MGM/UA
All the President's Men		(ST)			MAX*	Warner Bros.
All the Right Moves	HBO	ST	TMC			20th Century-Fox
Amityville 3				HTN	MAX	CFI
And Now For Something Completely Different			TMC			Columbia
Animal House	(HBO)		(TMC)		MAX*	Universal
Annie	HBO				(MAX)	Columbia
Apple, The			TMC*			Cannon
Baby, It's You			TMC*			Paramount
Ballad of Gregorio Cortez, The	HBO			HTN		Embassy
Beastmaster				HTN		MGM/UA
Best Friends		ST	(TMC)	HTN*	MAX	Warner Bros.
Beyond the Limit					MAX	Filmwriters
Big Mo		ST		(HTN)		Wescom
Bill Crosby Himself			TMC			20th Century-Fox
Black Beauty		ST	(TMC)			Alan Enterprises
Blue Thunder	(HBO)				MAX*	Columbia
Boy Who Turned Yellow, The		ST				Satori
Braingames I	HBO					Spinning reels
Breathless	(HBO)				MAX*	Orion
Bride Wore Black, The			TMC*			MGM/UA
Bush Christmas			TMC			Baron
Challenge, The		(ST)	TMC		MAX	CBS
Channel Solitaire	HBO					UFP
Chariots of Fire					MAX	Warner Bros.
Class Reunion	(HBO)	(ST)	(TMC)		MAX	ABC
Come and Get It					MAX	S. Goldwin
Commancheros, The			(TMC)	(HTN)	MAX*	20th Century-Fox
Confessions of a Pop Performer		ST				Columbia
Conqueror, The			(TMC)	HTN		Universal
Cops and Other Lovers			TMC*			Cinema Signal
Cuba			TMC*			MGM/UA
Damnation Alley			TMC			20th Century-Fox
Dark Crystal, The	(HBO)	(ST)	(TMC)		MAX	Henson Assoc.
Day the Earth Stood Still, The			TMC	(HTN)	(MAX)	20th Century-Fox
Dead Zone, The			TMC*			Paramount
Death Wish II		ST*				Viacom
Diva			TMC		(MAX)	MGM/UA
Dog of Flanders, A	HBO			HTN		UPA
Do me a Favor. . . Don't Vote for my Mom!	HBO					Film Gallery
Don't Cry It's Only Thunder		ST			MAX	S. Goldwyn
Dream House					MAX	Time-Life
Dressed to kill		ST			MAX	Orion
Dusty			TMC*			Castle Hill
Easy to Love		ST				MGM/UA
Elephant Called Slowly, An	HBO	(ST)				Alan Enterprises
Echoes of a Summer			TMC			MGM/UA
Endangered Species			TMC		MAX	MGM/UA
Escape 2000		ST				New World
Experienced Preferred, But Not Essential			TMC			Goldcrest
Fairytales				MAX		S. Goldwyn
First Blood	HBO				(MAX)	Anabasis
Forbidden World			TMC			Viacom
Frances					MAX	AED/EMI
Freedom					MAX*	Time-Life
Glitter Dome, The	HBO					Telepictures
Going Berserk	HBO	ST				Universal
Golden Seal, The		(ST)	TMC*			S. Goldwyn
Gold Is Where You Find It		ST				MGM/UA
Greased Lightening			(TMC)		MAX	Warner Bros.
Green for Danger					MAX	Janus
Grey Fox, The		ST				The Movie Store
Hans Christian Andersen		ST				Goldwyn
Heartaches	(HBO)		TMC			The Movie Store
Hickey and Boggs			TMC			MGM/UA
High Cost of Loving, The		ST				MGM/UA
High Road to China				(HTN)	MAX*	Galaxy Films
Hit and Run			TMC			Comworld
Hot Stuff			(TMC)	HTN	(MAX)	Columbia
House on Sorority Row, The			TMC*			Viacom
I Am the Cheese		ST				Almi
Ice Castles				(HTN)	MAX*	Columbia
Independence Day	HBO		TMC*			Warner Bros.
invasion of The Body Snatchers		(ST)	TMC		(MAX)	MGM/UA
Jaws III	HBO*		(TMC)	(HTN)	(MAX)	Universal
Jesse James			TMC		(MAX)	20th Century-Fox
Journey to the Center of the Earth			TMC	(HTN)	(MAX)	20th Century-Fox
Kennedys Don't Cry			TMC	HTN		Document Assoc.
Kentucky Fried Movie			(TMC)		MAX	UFD
Lady In Red					MAX	Viacom
Last Tycoon, The			TMC			Paramount
La Nuit De Varennes					MAX	Columbia
Lenny					MAX	MGM/UA
Life of Brian, The			TMC		MAX*	Warner Bros.
Local Heroes				HTN		Warner Bros.
Lone Wolf McQuade					MAX	Orion
Losin' It	HBO		TMC		(MAX)	Embassy
Lovely, But Deadly			TMC			Video Media
Man From Snowy River, The	HBO	(ST)	TMC*	(HTN)		20th Century-Fox
Marriano					MAX	ABC
Marvelous Land of Oz				HTN		Universal
Mary White			(TMC)	HTN		UPA
Max Dugan Returns		ST		(HTN)		20th-Century-Fox
Meaning of Life, The	HBO	ST	TMC			Universal
Motel Hell		ST				MGM/UA
Mr. Mom	HBO*	(ST)	(TMC)	(HTN)	(MAX)	20th Century-Fox
My Cousin Rachael					MAX	20th Century-Fox
My Fair Lady		(ST)		HTN*	MAX	CBS
My Tutor	(HBO)	(ST)	(TMC)		MAX	Universal
Nana		(ST)			MAX	Viacom
Night In Casablanca, A					MAX	Castle Hill
Night In Heaven, A	HBO	ST	TMC			20th Century-Fox
Nightmares	HBO	ST*	(TMC)			Universal
Officer and a Gentleman, An		ST	TMC			Paramount
Old Curiosity Shop, The		ST				20th Century-Fox
Oliver				HTN		Columbia
One From The Heart		ST	TMC			Zoetrope
On the Waterfront	HBO	(ST)	(TMC)		(MAX)	Columbia
Operation Kid Brother			TMC*			MGM/UA
Orca, The Killer Whale	HBO		TMC			Paramount
Other Side of Midnight, The	HBO	ST				20th Century-Fox
Outsiders, The	HBO	(ST)	TMC*	(HTN)		Warner Bros.
Paddington Goes to School	HBO					Filmfair Ltd.
Password Is Courage, The		ST				MGM/UA
Penelope		ST				MGM/UA
Pink Motel		ST				Wescom
Pirates of Penzance		ST	(TMC)	(HTN)		Universal
Porky's	(HBO)	(ST)	TMC*		(MAX)	20th Century-Fox

Harrison Ford stars as Indiana Jones with Karen Allen in 'Raiders of the Lost Ark.'

Film	Pay Networks					Distributor
Private School	(HBO)	(ST)	(TMC)		MAX	Universal
Promises In The Dark					MAX	Warner Bros.
Psycho II					MAX	Universal
Quarterman II: Enemy from Space			TMC			Corinth
Rabid		ST				Viacom
Raggedy Man			(TMC)	(HTN)	MAX*	Universal
Ragtime	HBO					Dino Laurentris
Raiders of the Lost Ark	HBO	ST	TMC	HTN	MAX	Paramount
Rain People, The			TMC			Warner Bros.
Ratings Game			TMC			IMC
Return of Frank James, The			TMC		(MAX)	20th Century-Fox
Revenge of the Ninja	(HBO)	ST*	(TMC)			Viacom
Richard Pryor Here and Now			TMC			Columbia
Right Stuff, The	HBO	ST	TMC	HTN		Warner Bros.
Risky Business	(HBO)	(ST)	TMC*		(MAX)	Warner Bros.
Rock, The		ST				MGM/UA
Ruling Class, The	HBO		(TMC)			Embassy
Rumble Fish	HBO	ST	TMC			Universal
Secret Policemans' Other Ball, The			TMC			20th Century-Fox
Sergeant, The					MAX	Warner Bros.
Sex Games of the Very Rich		ST				John Turell
Screwballs		ST*				New Horizons
Sign of Four, The		(ST)	TMC			PSO
Silkwood	HBO*					ABC Motion Pict.
Sinbad and the Eye of the Tiger			TMC			Columbia
Six Weeks	HBO*				(MAX)	Polygram
Slow Dancing In the Big City					MAX	MGM/UA
Sophie's Choice	HBO*					ITC
Southern Comfort					MAX	S. Goldwyn
Sphinx			TMC			Warner Bros.
Star 80	HBO	ST	TMC			Warner Bros.
Star Is Born, A			TMC			Warner Bros.
Star Struck		ST	(TMC)	(HTN)		LCA
Staying Alive		ST*)	(TMC)			Paramount
Straight Time					MAX	Warner Bros.
Stroker Ace	HBO	ST*	(TMC)	(HTN)	(MAX)	Warner Bros.
Superman III		ST	(TMC)	(HTN)		Warner Bros.
Table For Five	(HBO)	(ST)	TMC	HTN*	(MAX)	CBS
Target Eagle			TMC*			Viacom
T.A.G.			TMC			Viacom
Tea For Three					MAX	Satori
"10"		(ST)	TMC*		(MAX)	Warner Bros.
Tender Is The Night			(TMC)	(HTN)	MAX	20th Century-Fox
Texas Lightning			TMC			Film Venture
Three Faces of Eve, The			(TMC)		MAX*	20th Century-Fox
Threshold		(ST)	TMC			20th Century-Fox
To Be or Not To Be	HBO					20th Century-Fox
Too Far To Go					MAX	Time-Life
Tootsie	(HBO)				MAX	Columbia
Tom Sawyer			TMC			MGM/UA
Transplant					MAX	Time-Life
Treasure In the Caves		ST				Satori
Twilight Time		(ST)		HTN		MGM/UA
Valley Girl					MAX*	Atlantic
Varnishing Wilderness, The					MAX	Simcom
Virus			TMC			Viacom
Waitress		ST				Troma
Waltz Across Texas	HBO	ST		(HTN)		Atlantic TV
Wargames	(HBO)	ST*	(TMC)	HTN	(MAX)	MGM/UA
Warlock				(HTN)	MAX	20th Century-Fox
Warlords of the 21st Century		ST*				Viacom
Wavelength			TMC			New World
What Price Glory?					MAX	20th Century-Fox
Wicked Lady, The	HBO		TMC			Viacom
World of the "Dark Crystal", The					MAX	The Henson Assoc.
Wuthering Heights		ST				Goldwyn
Year of Living Dangerously, The	(HBO)	ST	(TMC)		(MAX)	MGM/UA
Yes, Giorgio!	HBO		TMC	(HTN)	(MAX)	MGM/UA
Young Bess		ST				MGM/UA
Young Frankenstein		(ST)			MAX*	20th Century-Fox
Young Warriors		ST*				Viacom

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in June, July, August, September, October and/or November.
- An asterisk indicates the film is a carry-over from June, July, August, September, October and/or November.
- In total, 192 films appear on the November schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months five films have played on all five services, 14 films have played on four of the five services, 28 films on three services and 46 on two services. Ninety-nine were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 27, followed by 20th Century-Fox with 24 and Warner Bros. with 20.
- *Raiders of the Lost Ark*, with Harrison Ford is featured on all November program guide covers of Home Theater Network, The Movie Channel, Showtime, HBO and Cinemax. Also featured on the HBO and Cinemax program guide cover are *The Right Stuff* and *Rod Stewart In Concert*. *Gallagher: Over Your Head*, *Robin Hood: The Swords of Wayland* and *Master Harold . . . and the boys* also are featured on the cover of the Showtime program guide.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	246,799	(7/84)
2.	Woodbury (Long Island), NY	Cablevision Systems	233,000	(7/84)
3.	San Antonio, TX	Rogers Cablesystems	190,618	(7/84)
4.	Manhattan, NY	ATC	187,900	(12/83)
5.	Houston, TX	Warner Amex Cable	184,500	(6/84)
6.	Florida Division	ATC	179,800	(7/84)
7.	East Orange, NJ	MacLean Hunter	163,527	(7/84)
8.	Wayne, NJ	UA Cablesystems	130,300	(7/84)
9.	Cincinnati, OH	Warner Amex	127,000	(7/84)
10.	Englewood, CO	United Cable	118,245	(7/84)
11.	Audubon, NJ	Independent	116,120	(7/84)
12.	Tulsa, OK	United Cable	115,787	(6/84)
13.	Rochester, NY	ATC	108,600	(12/83)
14.	Baltimore County, MD	Comcast	107,900	(6/84)
15.	Tidewater (Norfolk), VA	Cox Cable	106,262	(7/84)
16.	San Juan, PR	Harris Cable	105,719	(6/84)
17.	Erie County, NY	Prime Cable	104,970	(7/84)
18.	Atlanta, GA	Prime Cabe	103,945	(7/84)
19.	San Jose, CA	Gill Industries	102,700	(7/84)
20.	Austin, TX	ATC	98,900	(12/83)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
*1	Tele-Communications	2,798,000	(3/84)
2	American Television and Communications	2,400,000	(5/84)
3	Group W Cable	2,007,000	(7/84)
4	Cox Cable Communications	1,515,423	(7/84)
5	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications	1,346,000	(10/84)
7	Times Mirror Cable Television	981,304	(6/84)
8	Continental Cablevision	896,000	(7/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	758,000	(6/84)
11	United Cable Television	679,000	(7/84)
12	Sammons Communications	594,000	(5/84)
13	Rogers Cablesystems	564,497	(7/84)
14	Cablevision Systems Development	532,000	(7/84)
15	Comcast Cable Communications	463,000	(7/84)
16	Telecable Corp	411,606	(6/84)
17	Heritage Communications	407,195	(7/84)
18	Jones Intercable	395,565	(7/84)
19	Capital Cities Cable	357,435	(7/84)
20	UA Cablesystems	346,000	(7/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition, last reported basic subscriber count for Tele-Media was 277,450 (12/83)

C4722_2

- Philadelphia awards first two franchise areas
- Warner Amex's Lewis continues cutbacks
- TCI forms information services subsidiary
- CMC's home count different from estimate

Cablevision™

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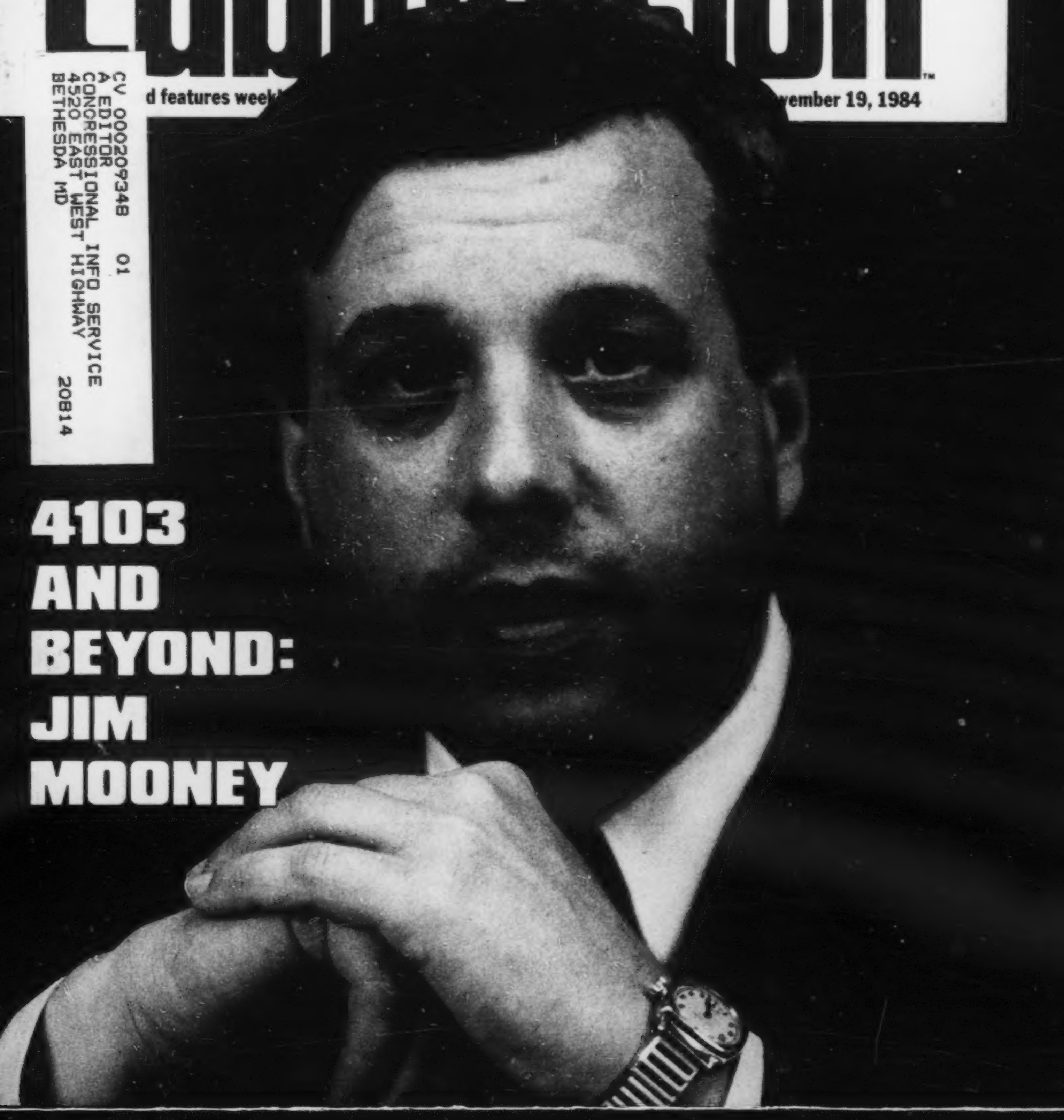

4103 AND BEYOND: JIM MOONEY

CableVision

Cable News Network's 'Showbiz Today' joined the network's 24-hour news lineup Oct. 29. Anchored live from New York by Bill Tush and Liz Wickersham (pictured above), the program airs weeknights at 6:30 p.m. (ET). CNN's Sandy Kenyon will be the program's chief Hollywood correspondent. Also contributing will be entertainment reporters Fred Robbins and Alison Steele, Broadway and media critic Chris Chase and CNN's movie reviewer Carol Buckland.

Leading the week..............9-13

CMC sub count off

Turner Broadcasting revealed a dramatically different homes count for Cable Music Channel's premiere last month—sharply off from previous in-house estimates.

TCI goes videotex

Tele-Communications Inc. forms an information services subsidiary which, among other things, will coordinate work on a new transactional service-oriented terminal with cable applications.

W-A: More cutbacks

Warner Amex Cable Chairman and CEO Drew Lewis last week set the stage for further top-level staff cutbacks and consolidation of operations, especially on the urban side of the firm's business.

Ripon, Wis., rip off

A state circuit court judge has ruled that the town of Ripon, Wis., has no authority to collect flat franchise fees that exceed the costs of administering the public rights of way. The decision, which challenged the franchise fee concept on municipal law grounds, was considered a major victory for the cable industry which has pledged to question the legality of such fees throughout the court system.

DCI reaches agreement

Washington's prospective cable franchisee, District Cablevision Inc., has reached a preliminary agreement with city officials to construct a 79-channel system at a cost of some $130 million. Also, the company reached formal agreement with the Chesapeake & Potomac Telephone company to build the system at a cost of $56 million. City Council approval of the contract and FCC approval of the telephone proposal are expected before the end of the year.

Philadelphia chooses

Rollins and Comcast are recommended for Philadelphia's last two franchises by City Council's Committee on Public Property, while council members vote to approve Greater Philadelphia Cablevision and Wade Communications for the first two franchise areas.

Keyfax comes down

After more than two years of market testing, Keyfax National Teletext Magazine comes down off the satellite and is replaced by a service put together by Taft Broadcasting. Although details have not yet been finalized, Satellite Syndicated Services plans to find local cable operators or broadcasters to provide local editorial content for Taft's Electra service.

Sections

Programming..........................21

The National Football League will integrate pay cable into its media coverage plans in 1990, executives of one NFL team tell an Atlantic Show panel audience. Also, Reviewer Robert DiMatteo calls our attention to Showtime's production of *'Master Harold' . . . and the boys.*

Marketing/Advertising...........22

Turner Broadcasting System released information regarding the number of MSOs carrying the new Cable Music Channel launched the end of last month. Also, MTV Networks claims 3 million subscribers for its new Video Hits One, scheduled for launch in January 1985.

Business & Finance.................34

MTV Networks released its first earnings report since going public last August, reporting $3 million in net income in the third quarter.

Government & Law.................36

The FCC has changed the rules governing cable industry use of the aeronautical frequencies, and the decision has generated sighs of relief and fears of increased cost and complexity.

About the cover

Photographer Bruce Hoertel looks through his lens at National Cable Television Association President Jim Mooney. Mooney, who has guided the NCTA through some rough negotiatiang water this past year, talked with Executive Editor Fred Dawson and Washington Bureau Chief Paul McCloskey in his first "one-on-two" interview with the press since the signing of the national cable bill.

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CABLE STATS

Percent of Systems by Channel Capacity*

Number of Channels	Percent of Systems		Percent of Basic Subs	
	1983	1984	1983	1984
0 - 6	1.1%	0.9%	0.1%	0.1%
7 - 12	36.9	35.1	15.9	11.8
13 - 21	22.6	21.7	18.0	14.4
22 - 35	27.8	29.2	47.5	48.2
36 - 53	8.8	9.7	12.8	16.5
54 +	2.9	3.5	5.7	9.0

*As of May 31, 1984

Source: International Communications Research, Information Division (a subsidiary of International Thomson Business Press)

Percent of Systems by Subscriber Size*

Number of Subscribers	1983	1984
0 - 1,000	44.2%	44.3%
1,001 - 5,000	33.8	33.2
5,001 - 10,000	10.3	9.8
10,001 - 20,000	6.6	6.8
20,001 - 50,000	4.1	4.4
50,001 +	1.0	1.5

*As of May 31, 1984

Source: International Communications Research, Information Division (a subsidiary of International Thomson Business Press)

Franchising calendar

This chart examines the franchise status of communities since September 1984.

Arizona

Gilbert—award to Masada Corp. 8/14/84 (3,000 homes).

California

Chino—preliminary award to Buena Vision (12,000 homes).
Claremont—Group W withdrew proposal (9,800 homes.)
Commerce—negotiating with Falcon Communications (3,000 homes).
Duarte—lease agreement reached with KTS Corp. for operation of city-owned system 8/15/84 (7,100 homes)
East Yolo—proposals from Cablevision, Sonics, Yolo Communications, and Federal Communications Inc. (10,000 homes).
La Puente—negotiating with United Cable (8,600 homes).
Los Altos—negotiating with United Cable TV (9,000 homes).
Palo Alto—negotiating with Cable Communications Co-op and City Cable Partners (22,000 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes).
Yorba Linda—deadline extended for statements of interest (12,000 homes).

Delaware

Wilmington—reviewing Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Florida

Fellsmere—award to Sci Ad 3/29/84 (1,500 homes).

Illinois

Chicago—Area I negotiating with Communications and Cable (300,000 homes); Area II award to Group W (217,000 homes); Area III award to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (6,000 homes); Area V to Continental Cablevision (188,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—reviewing proposals from Multimedia, Continental, and Metrovision Inc. (9,500 homes).
Naperville—proposals from Joyce Cable and Rite Cable (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—research to determine sufficient interest to get cable.
Woodbridge—negotiating with Multimedia (260 homes).

Kentucky

Fulton—negotiating with TCI (2,400 homes).
Loretto—no response to RFP.

Maryland

Baltimore—negotiating with United Cable (302,000 homes).

Massachusetts

Belchertown—reissued RFP.
Belmont—municipal ownership approved by general court, preparing proposal (2,760 homes).
Berkley, Dighton, Freetown—provisional license to Continental Cablevision.
Boxborough—awaiting amended applications from Nashoba and Adams-Russell (3,100 homes).
Cambridge—public referendum on municipal ownership passed, RFP issued 6/84 (43,000 homes).
East Bridgewater—reviewing proposals submitted by Campbell and Continental (2,500 homes).
Groton—awaiting amended applications from Nashoba, Northeast Cable TV, and United Cable (2,000 homes).
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—temporarily suspended franchising process. (1,700 homes).
Marblehead—proposals received from Adams-Russell, Continental Cablevision, and Nashoba.
Medfield—reviewing proposal submitted by Massachusetts Cablevision Systems (3,400).
Mendon—provisional license award to Massachusetts Cablevision Systems Inc. 8/84 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—awaiting response from Warner Amex (1,433 homes).
Sandwich—proposal received from Campbell Communications (5,000 homes).
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes).
Shirley—reviewing amended proposals from United Cablevision and Nashoba (1,827 homes).
Southborough—provisional license to Greater Worcester Cablevision.
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84 (1,600 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Homer Township—starting franchise process (800 homes).
Lake Orion, Orion Township—negotiating with Tribune United (7,800 homes).
Westland—award to Continental Cablevision 2/84 (29,000 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Avon—award to WesTel Inc. 2/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dowden Communications Inc. 8/84 (975 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Boyd—municipal ownership approved 1/84 (140 homes).
Cannon Falls—negotiating with Communications Systems Inc. (1,060 homes).
Chanhassen, Carver County, and Hennepin County—award to Dowden Communications 1/5/84.
Claremont—award to WesTel Inc. 2/84 (225 homes).
Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).
Ellendale, Geneva—award to WesTel Inc. 3/84 (380 homes).
Elizabeth—award to M & E Cable TV 1/84 (90 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—negotiating with Individual Satellite Systems (260 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).
Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).

Kimball—award to WesTel Inc. 5/84 (250 homes).
LeCenter—award to WesTel Inc. 4/84 (825 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—negotiating with Dowden Communications (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—negotiating with Dowden Communications (480 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).
Murdock—award to Cavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Norwood, Young America, Hamburg—award to WesTel Inc. 5/84 (1,100 homes).
Onamia—award to WesTel Inc. 5/84 (300 homes).
Oslo—award to Oslo Cable 4/84 (170 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
Royalton—award to WesTel Inc. 4/84 (270 homes).
Sacred Heart—award to WesTel Inc. 4/84 (300 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—award to Continental appealed before Minnesota Supreme Court (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—drafting RFP (272 homes).
Shelly—award to Ada Cable Association 4/84 (130 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—proposals from Rite Cable Co., Dow-Sat Inc., Valley View, WesTel Inc. (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).
Windom—plans municipal ownership (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Pelham—award to Harron Communications 3/27/84 (2,500 homes).
Sandown—reviewing proposal from Harron Co. and Continental.
Wolfeboro—award to Lakes Cablevision Corp. 1/18/84 (833 homes).

New Jersey

Jersey City—administrative hearing to be held 9/84 regarding franchise process.
Patterson—plans municipal ownership; waiting for city council approval; RFP issued (55,000 homes).

New York

Beekman—award to Dutchess County Cablevision Assoc. 3/13/84 (2,100 homes).
Mt. Upton—NewChannels denied award; future uncertain.
North Salem—negotiating with Community Cable Services (1,100 homes).
Norwich—NewChannels withdrew application; exploring other alternatives (100 homes).
Portland—Tribune Cable, Harborview, and U.S. Cable sent letters expressing interest. (150 homes).
Union Vale—award to Consolidated Communications Corp. 3/7/84 (775 homes).

North Carolina

Camden County—award to Cable East 5/7/84.
Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—Cable Commission voted for private ownership and is preparing RFP.
Lordstown—cable issue dropped after feasibility study.
Oberlin—preliminary award to Oberlin Cable Co-op (2,600 homes).

Oregon

Amity—award to Eagle Cable Systems Inc. 1/9/84 (800 homes).
Dunthorpe—deadline for bids set for 10/10.
Sylvan—TCI withdrew proposal 6/20/84; reissued RFP for bids due no later than 10/10/84.

Pennsylvania

Philadelphia—city is divided into four areas; Area I, proposals from Greater Philadelphia Cablevision and Independent Cable of Philadelphia; Area II, proposals from Philadelphia Inner City Cable System and Wade Communications; Area III, proposals from Cablevision of Philadelphia and Rollins (each area: 155,000 homes).

Rhode Island

Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes).

Texas

Azle—award to Teltran 4/3/84 (2,200 homes).

Virginia

Berryville/Clarke County—award to Berryville TV Cable Co. 4/17/84 (600 homes).
Manassas—considering municipal ownership of cable (5,510 homes).
Suffolk—award to Suffolk Cable Communicaions 2/1/84 (16,697 homes).

Washington

Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/17/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Wyoming

Gillette—franchise renewal granted to Televents 4/18/84 (7,500 homes).

Source International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 8-FG
2.	Los Angeles	City is divided into 14 areas (A-n), 11-OP, 3-UC
3.	Chicago	City is divided into five areas; Area I-FP, Areas II, III-OP, Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-PS
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RPP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	OP/FG
16.	Atlanta	OP
17.	St. Louis	FG/FG
18.	Tampa/St. Petersburg	OP/OP
19.	Denver	OP
20.	Baltimore	FP
21.	Sacramento/Stockton	UC/OP
22	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	UC
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34.	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.

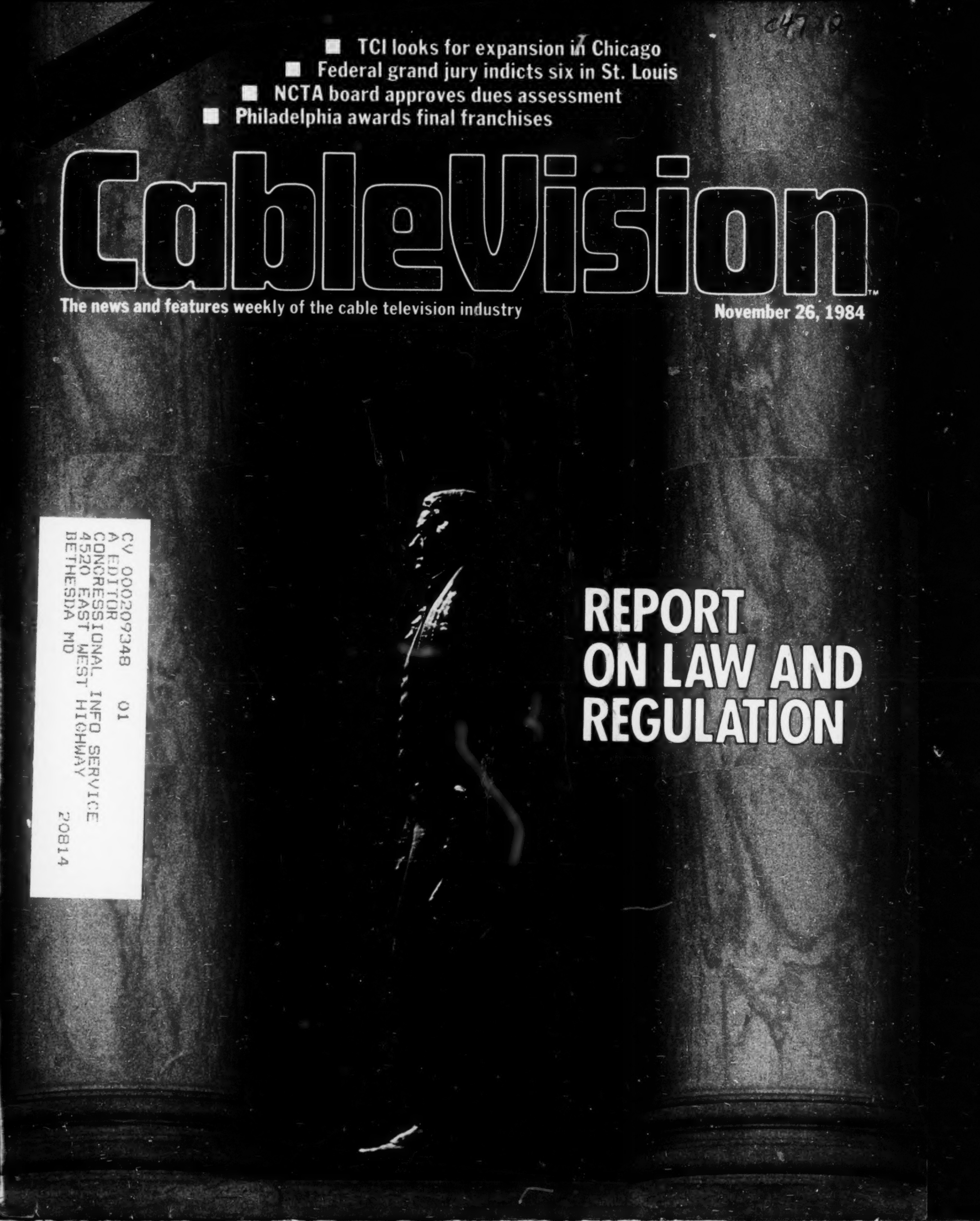
c4720

- TCI looks for expansion in Chicago
- Federal grand jury indicts six in St. Louis
- NCTA board approves dues assessment
- Philadelphia awards final franchises

CableVision™

The news and features weekly of the cable television industry

November 26, 1984



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REPORT ON LAW AND REGULATION

CableVision

BLUEPRINT FOR PROGRESS
Western Show
1984

The Western Show convention logo's promise of 'progress' will be backed by exhibits of the latest in industry technology.

Leading the week............11-20

Western Show ready

Western Show organizers expect a crowd of about 8,500 at their annual event in two weeks. They also believe operators will arrive elated over the new cable legislation approval but increasingly concerned about the impact of telcos, per-sub fees and VCRs on the industry.

HBO dismissals

More than 100 HBO employees were due to be dismissed last week. The firings come as a result of continued austerity moves since the recent dismissal of former Chairman Frank Biondi.

St. Louis scandal

Six individuals, including the president of the Board of Aldermen, have been indicted by a federal grand jury in St. Louis on charges of extortion in connection with that city's cable franchising process.

TCI & Big Shoulders

TCI is looking to expand its involvement in the cabling of Chicago by joining in builds in Areas I and V. If things move forward as planned, TCI will have substantial operating control in three of the city's five franchise areas.

Maximize benefits

Three new committees have been charged with examining how to maximize the benefits of basic cable services at the system level. The committees are the result of a recent extraordinary gathering of top MSO and program service executives in St. Louis.

Sections

Programming..........................34

Star Ship Stereo takes off at its first affiliate, while a North Carolina government agency's interconnect venture attracts attention from other states. Also, Robert DiMatteo reviews HBO's study of Vietnam veterans, *Soldiers In Hiding*.

Marketing/Advertising...........40

Tele-Communications Inc. commissioned research firm Wilson and Mason Inc. to determine if its investment in producing its in-house *Cabletime* cable listings guide is worth it. The results? Subscribers gave the guide high marks.

Business & Finance................56

Cambridge, Mass., may award its franchise early in 1985. After citizens rejected municipal ownership in a public referendum, the city has received amended applications from three groups and has scheduled public hearings in January.

New Ventures........................64

NYT Cable is bucking the trend in the industry and pursuing two-way interactive service so it can offer its 119,500 subscribers a movie-based pay-per-view service.

Government & Law.................68

Amid the general euphoria surrounding passage of the cable deregulation bill, conventioneers at the recent Atlantic Show who attended a seminar on business communications encountered a sober assessment of the regulatory barriers still confronting the industry on the data front.

About the cover

The Jefferson Memorial in Washington, D.C., is a stirring reminder of our nation's history and our governmental process. Washington Bureau Chief Paul McCloskey's *PLUS* article on law and regulation in the cable industry begins on page 43. Photography by Jerry Downs.

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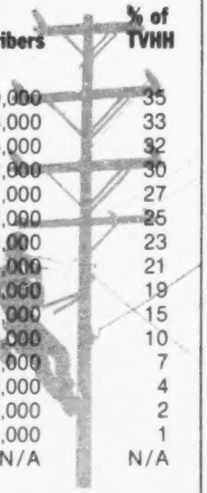
CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A



Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984.
Source: CableProFile Data Base. INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
C-SPAN	19
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Broadcasting Network (United Video/audio service)	3
The Movie Channel (East)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
New England Sports Network	13
Nice and Easy (audio service)	8
Nickelodeon	1
Professional Education Network	16
PTL	2
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (West)	10
*SPN	6
Sports Time Cable Network	4
Star Ship Stereo	6,8
UPI Cable News (text)	3
UPI Customized Cable News (text)	6
USA Cable Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	2
Biznet (Viacom)	15
Bravo (ESPN)	2
In-Touch	3
National Christian Network	7
Pacific Cable Network	24
Playboy Channel	4
Santa Fe Communications	23
Satellite Jazz Network, KKGO-FM	17
SCAN	3
The Silent Network	16
SportsVision	9
Star Ship Stereo	3
Trinity Broadcasting Network	17
WPIX	19

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ON TV	4H,11H

Galaxy I (Hughes)	**Transponder**
BET	17
Business Times	9
CBN	11
Cinemax	19
CMC	8
CNN	7
CNN Headline News	8
C-SPAN	13
The Disney Channel	4,24
GalaVision (SIN)	20
HBO (East)	23
Home Team Sports	12
The Movie Channel (East)	10
(West)	14
Nashville Network	2
Showtime (East)	5
SIN	6
SSS Cabletext	18
Turner Broadcasting	7,18
WOR-TV	15

Spacenet I (GTE)	**Transponder**
ACTS	8
Bonneville	2
Hospital Satellite Network	6
Landmark	(Lower half) 16 (72 MHz C-band)
SIN	(Upper half) 16 (72 MHz C-band)

* As of Jan. 1, 1985

Note: A company name in parentheses following a service or network designates the transponder owner.

Source: International Thomson Communications Inc.

CABLE STATS

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
*1.	Tele-Communications	3,300,000	(10/84)
2.	American Television and Communications	2,400,000	(5/84)
3.	Group W Cable	2,007,000	(7/84)
4	Cox Cable Communications	1,515,423	(7/84)
5.	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications	1,346,000	(10/84)
7.	Times Mirror Cable Television	981,304	(6/84)
8	Continental Cablevision	896,000	(7/84)
9	Newhouse Broadcasting	843,649	(5/84)
10.	Viacom Cablevision	758,000	(6/84)
11.	United Cable Television	679,000	(7/84)
12.	Sammons Communications	594,000	(5/84)
13.	Rogers Cablesystems	564,497	(7/84)
14.	Cablevision Systems Development	532,000	(7/84)
15.	Comcast Cable Communications	463,000	(7/84)
16.	Telecable Corp	411,606	(6/84)
17.	Heritage Communications	407,195	(7/84)
18.	Jones Intercable	395,565	(7/84)
19.	Capital Cities Cable	357,435	(7/84)
20.	UA Cablesystems	346,000	(7/84)
21.	General Electric Cablevision	325,056	(7/84)
22.	Wometco Cable TV	295,247	(7/84)
23.	Century Communications	285,000	(7/84)
24.	Prime Cable	272,788	(6/84)
25.	Daniels and Associates	262,062	(7/84)
26.	Multimedia Cablevision	257,741	(7/84)
27.	Centel Cable Television	248,751	(7/84)
28.	TCA Group	245,056	(7/84)
29.	MacLean Hunter	234,327	(7/84)
30.	American Cablesystems	229,934	(10/84)
31.	Scripps-Howard	199,466	(7/84)
32.	Service Electric Cable TV	189,500	(4/84)
33.	Colony Communications	187,116	(7/84)
34.	Adelphia Communications	186,870	(7/84)
35.	Cable Vision Industries	182,954	(7/84)
36.	TeleScripps Cable	181,182	(7/84)
37.	Rollins Cableview	178,638	(7/84)
38.	Communications Service	175,000	(9/83)
39.	Cablentertainment	170,815	(6/84)
40.	Tribune Cable Communications	169,391	(7/84)
41.	Western Communications	148,323	(7/84)
42.	Harte Hanks Communications	146,294	(7/84)
43.	McDonald Group	139,585	(6/83)
44.	Adams-Russell Communications	130,539	(7/84)
45.	Harron Communications	129,866	(7/84)
46.	Midcontinent Cable Systems	126,881	(6/84)
47.	McCaw Communications	120,093	(7/84)
48.	Midwest Video	118,102	(9/83)
49.	Sutton Capital	117,204	(6/84)
50.	Buckeye Cablevision	116,379	(7/84)
51.	Falcon Communications	112,000	(7/84)
52.	Televents	108,772	(7/84)
53.	Armstrong Utilities	105,945	(7/84)
54.	Harris Cable	105,719	(6/84)
55.	Communications Systems	94,655	(4/84)
56.	Lenfest Group	90,278	(6/84)
57.	Summit Communications	90,019	(7/84)
58.	Greater Media	88,120	(6/84)
59.	Multi-Channel TV Cable	87,755	(4/84)
60.	U.S. Cable	85,500	(6/84)
61.	McClatchy Newspapers	82,733	(7/84)
62.	King Videocable	81,074	(7/84)
63.	The Essex Group	79,884	(7/84)
64.	National Telecommunications	76,450	(3/84)
65.	Perry Cable TV	75,820	(7/84)
66.	Palmer Communications	75,644	(7/84)
67	Acton	74,177	(7/84)
68.	WEHCO Video	74,200	(7/84)
69.	Ultracom	73,926	(7/84)
70.	Omega Communications	68,000	(4/84)
71.	Susquehanna Broadcasting	67,602	(7/84)
72.	Cable Management Associates	65,500	(7/84)
73.	Sonic Cabe	64,522	(7/84)
74.	Pencor Services	63,450	(5/84)
75.	Booth Communications	63,184	(7/84)
76.	Wabash Cablevision	61,500	(7/84)
77.	Omni Cable TV	55,659	(7/84)
78.	Selkirk Communications	53,600	(7/84)
79.	Marsh Media	53,224	(7/84)
80.	The Daily Press	52,000	(6/84)
81.	Simmons Communications	47,406	(7/84)
82.	United Video Management	47,333	(7/84)
83.	Wisconsin Cablevision and Radio	46,449	(7/84)
84.	Matrix Enterprises	45,339	(7/84)
85.	Helicon	42,699	(7/84)
86.	Cencom Cable Associates	41,434	(7/84)
87.	Chambers Communications	41,236	(7/84)
88.	Donrey Cablevision	40,523	(5/84)
89.	Whitney Communications	40,504	(7/84)
90.	Combined Cable	40,051	(7/84)
91.	Joseph Gans	39,927	(4/84)
92.	Marcus Communications	37,495	(7/84)
93.	New England Cablevision	36,858	(7/84)
94.	Masada	36,323	(7/84)
95.	National Cablesystems	35,704	(7/84)
96.	Multivision Group	34,544	(7/84)
97.	Cable Holdings	33,711	(6/84)
98.	First Carolina Communications	33,274	(7/84)
99.	Star CATV Investment	32,092	(7/84)
100.	Consolidated Cable System	27,891	(7/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition; last reported basic subscriber count for Tele-Media was 277,450 (12/83).

Top 100 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	246,799	(7/84)
2.	Woodbury (Long Island), NY	Cablevision Systems	233,000	(7/84)
3.	San Antonio, TX	Rogers Cablesystems	190,618	(7/84)
4.	Manhattan, NY	ATC	187,900	(12/83)
5.	Houston, TX	Warner Amex Cable	184,500	(6/84)
6.	Florida Division	ATC	179,800	(7/84)
7.	East Orange, NJ	MacLean Hunter	163,527	(7/84)
8.	Wayne, NJ	UA Cablesystems	130,300	(7/84)
9.	Cincinnati, OH	Warner Amex	127,000	(7/84)
10.	Englewood, CO	United Cable	118,245	(7/84)
11.	Audubon, NJ	Independent	116,120	(7/84)
12.	Tulsa, OK	United Cable	115,787	(6/84)
13.	Rochester, NY	ATC	108,600	(12/83)
14.	Baltimore County, MD	Comcast	107,900	(6/84)
15.	Tidewater (Norfolk), VA	Cox Cable	106,262	(7/84)
16.	San Juan, PR	Harris Cable	105,719	(6/84)
17.	Erie County, NY	Prime Cable	104,970	(7/84)
18.	Atlanta, GA	Prime Cabe	103,945	(7/84)
19.	San Jose, CA	Gill Industries	102,700	(7/84)
20.	Austin, TX	ATC	98,900	(12/83)
21.	Jacksonville, FL	Continental	98,177	(7/84)
22.	Honolulu, HI	ATC	97,100	(7/84)
23.	Seattle, WA	Group W Cable	96,500	(7/84)
24.	Toledo, OH	Buckey Cablevision	96,087	(7/84)
25.	Central Islip (Long Island), NY	Viacom Cablevision	95,000	(6/84)
26.	Memphis, TN	ATC	94,300	(12/83)
27.	Jefferson Parish/Kenner, LA	Cox Cable	93,005	(7/84)
28.	Manhattan, NY	Group W Cable	92,150	(7/84)
29.	San Francisco, CA	Viacom Cablevision	86,700	(6/84)
30.	Dallas, TX	Warner Amex	83,240	(7/84)
31.	Wilmington, DE	Rollins Cableview	81,800	(7/84)
32.	Grand Rapids, MI	General Electric	80,685	(7/84)
33.	Wichita, KS	Multimedia Cablevision	80,158	(7/84)
34.	San Diego, CA	ATC	78,900	(12/83)
35.	Seattle, WA	Viacom Cablevision	78,000	(6/84)
36.	Phoenix, AZ	Times Mirror	75,761	(6/84)
37.	Los Angeles, CA	Falcon Communications	75,000	(7/84)
38.	Flint, MI	Comcast Cable	74,500	(6/84)
39.	New Orleans, LA	Cox Cable	73,919	(7/84)
40.	Pittsburgh, PA	TCI	73,835	(7/84)
41.	Louisville, KY	Times Mirror	65,952	(6/84)
42.	South Bend, IN	Heritage	67,223	(6/84)
43.	Broward County, FL	Storer Cable	67,034	(6/84)
44.	Tacoma, WA	Independent	66,113	(5/84)
45.	Richmond/Henrico County, VA	Continental Cable	66,000	(6/84)
46.	Omaha, NE	Cox Cable	65,370	(7/84)
47.	Baton Rouge, LA	Daniels & Associates	64,989	(6/84)
48.	South Texas, TX	Heritage	64,629	(6/84)
49.	Charlotte, NC	ATC	64,600	(12/83)
50.	Santa Monica, CA	Group W Cable	64,600	(7/84)
51.	Cleveland Heights, OH	Viacom	64,000	(6/84)
52.	Jefferson County, KY	Storer	63,845	(6/84)
53.	Pompano Beach, FL	American Cablesystems	63,145	(5/84)
54.	Columbus, OH	Warner Amex	62,119	(4/84)
55.	Buffalo, NY	TCI	61,000	(3/84)
56.	Akron, OH	Warner Amex	60,772	(4/84)
57.	Boston Complex (Malden), MA	Warner Amex	60,327	(4/84)
58.	Indianapolis, IN	Wabash Cablevision	60,300	(5/84)
59.	St. Petersburg, FL	Group W Cable	60,300	(7/84)
60.	Clearwater, FL	Newhouse	60,000	(7/84)
61.	Allentown, PA	Service Electric Cable	60,000	(1/84)
62.	Kansas City, MO	ATC	59,100	(12/83)
63.	El Paso, TX	Group W Cable	58,600	(7/84)
64.	Syracuse Suburbs, NY	New Channels	58,528	(7/84)
65.	Las Vegas, NV	Times Mirror	58,448	(6/84)
66.	Monterey, CA	Western	58,363	(7/84)
67.	Santa Barbara, CA	Cox Cable	58,292	(7/84)
68.	Snohomish County, WA	Viacom	58,000	(6/84)
69.	Chicago Suburbs (Oak Park), IL	Cablevision System	57,000	(7/84)
70.	Harrisburg, PA	Sammons Communications	57,000	(5/84)
71.	Sarasota, FL	Storer Cable	56,913	(6/84)
72.	Hartford, CT	Times Mirror	56,794	(7/84)
73.	Nashville, TN	Viacom	56,000	(6/84)
74.	Des Moines, IA	Heritage	55,525	(6/84)
75.	Knoxsville, TN	TeleScripps Cable	55,377	(7/84)
76.	Madison, WI	Midcontinent Cable/TCI	55,375	(7/84)
77.	Allentown, PA	Independent	55,000	(3/84)
78.	New Haven, CT	Storer Cable	54,762	(6/84)
79.	Boston, MA	Cablevision	54,520	(7/84)
80.	Binghamton, NY	New Channels	54,334	(7/84)
81.	Bridgeport, CT	Cablevision Systems/ Scripps-Howard	54,000	(7/84)
82.	Albany, GA	Storer Cable	53,782	(6/84)
83.	Columbus, OH	Coaxial Communications	53,424	(7/84)
84.	Chattanooga, TN	TeleScripps Cable	53,202	(7/84)
85.	Worcester (Leicester), MA	Greater Media	53,139	(6/84)
86.	Charleston, SC	Storer	53,002	(6/84)
87.	Westchester County (New Rochelle), NY	UA Cablesystems	52,800	(7/84)
88.	Port Arthur, TX	TCI	52,470	(12/83)
89.	Canton, OH	Warner Amex	52,367	(4/84)
90.	Oklahoma City, OK	Cox Cable	52,089	(7/84)
91.	Escondido/San Diego, CA	Times Mirror	51,978	(7/84)
92.	New Britian, CT	United Cable	51,619	(7/84)
93.	Shreveport, LA	ATC	51,400	(12/83)
94.	San Rafael/Marin County, CA	Viacom	50,900	(7/84)
95.	Jackson, MS	ATC	50,700	(12/83)
96.	Reading, PA	ATC	50,000	(12/83)
97.	Albuquerque, NM	Tribune Cable	49,877	(7/84)
98.	Winston-Salem, NC	Summit Communications	49,415	(7/84)
99.	Lexington, KY	Telecable Corp	49,078	(6/84)
100.	Birmingham, AL	ATC	48,000	(6/84)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

c4722-2

- Leading banker sees big plus in cable bill
- U.S. Nabu Net shuts down amid innuendo, uncertainty
- CTAM sets 1985 convention agenda
- HBO enters home video distribution business

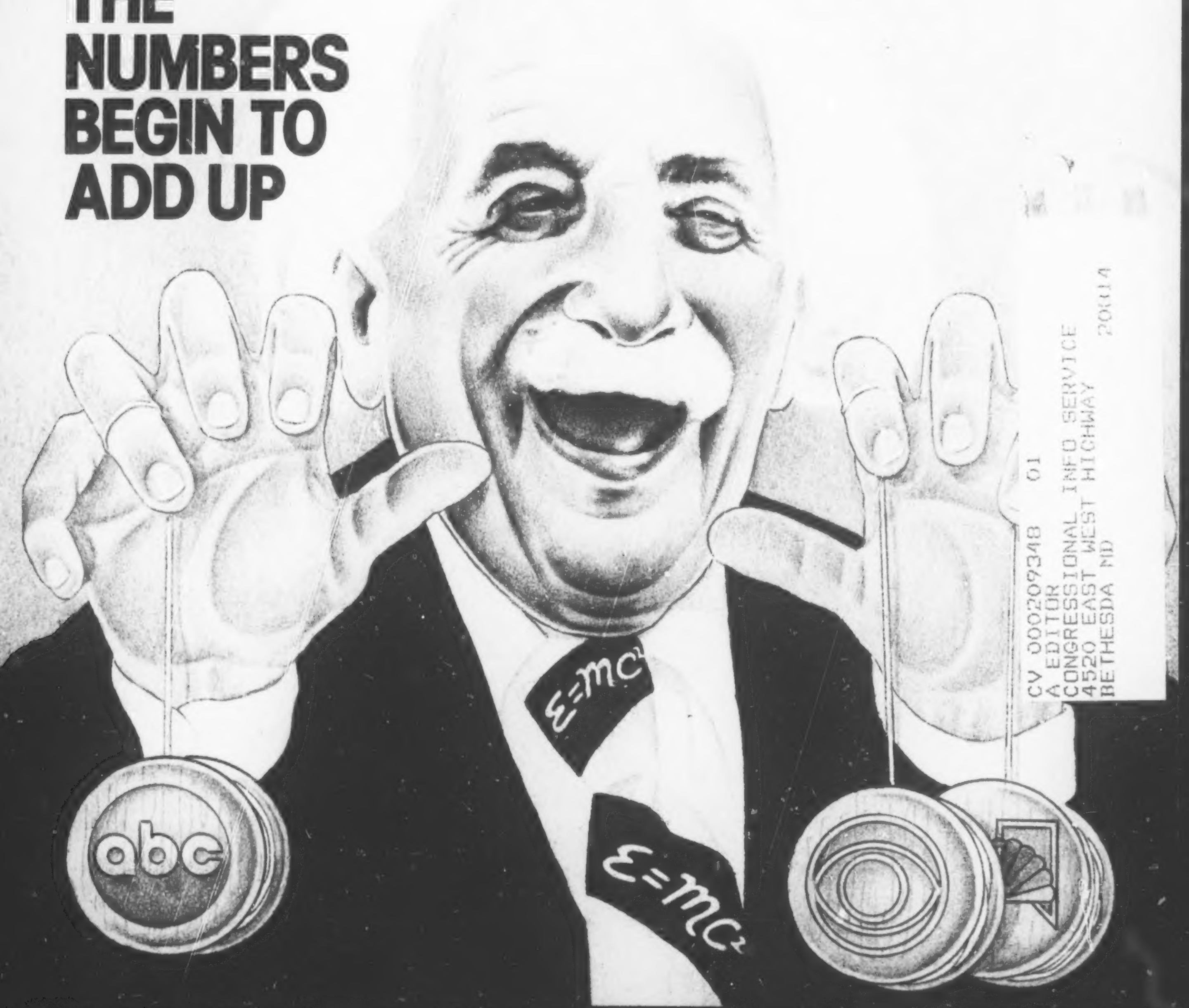
CableVision™

The news and features weekly of the cable television industry

December 3, 1984

Network Erosion:

THE NUMBERS BEGIN TO ADD UP



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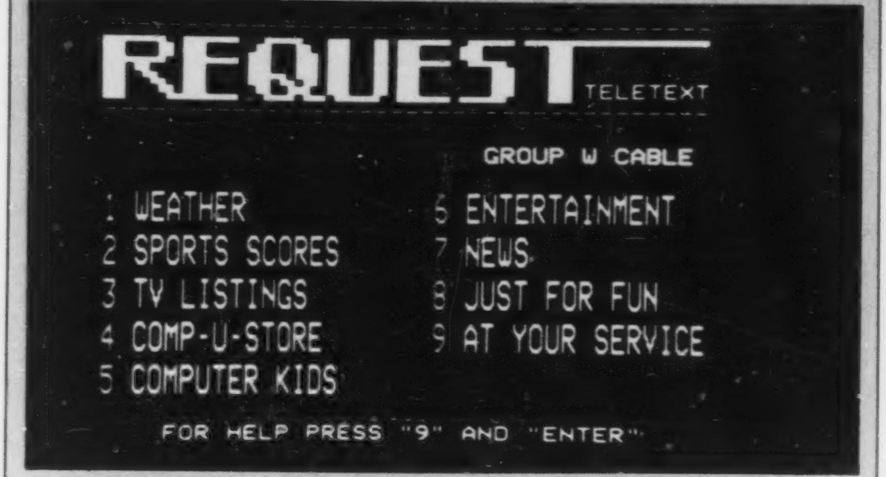

REQUEST TELETEXT

GROUP W CABLE

1 WEATHER
2 SPORTS SCORES
3 TV LISTINGS
4 COMP-U-STORE
5 COMPUTER KIDS
6 ENTERTAINMENT
7 NEWS
8 JUST FOR FUN
9 AT YOUR SERVICE

FOR HELP PRESS "9" AND "ENTER"

Group W's Buena Park, Calif., system will be the site of the launch of Request Teletext, the MSO's one-way text service. See story, page 24.

Leading the week..............9-16

Banker likes it

After studying the impact of the newly enacted cable deregulation bill, Richard MacDonald, assistant vice president for equity research at First Boston Corp., has concluded that the cash flow potential of most cable system operators will expand dramatically and the values of public cable stocks will rise accordingly in the wake of the legislation's enactment.

HBO video distribution

Home Box Office is in the home video distribution business, under a new 50-50 partnership formed with Thorn EMI Screen Entertainment.

Nabu nightmare

The decision by the board of director's of the Nabu Network to withhold the software license to its U.S. investors, thereby closing the U.S. office, took many off-guard and sent rumors flying that its principle investor may have other suitors in mind.

Saving subs

CTAM announces the theme for the 1985 convention, which will be held Aug. 4-7 at the Fairmont Hotel in San Francisco.

D.C. dickering

Capital Cities Cable has filed a $125 million antitrust action charging the city of Washington, D.C., franchise winner District Cablevision and the local phone company, Chesapeake & Potomac, with conspiring to ensure the phone company would have a substantial role to play in bringing cable to the city.

DBS downloading is on

Discovery Broadcasting System, formerly Computer Satellite Network, plans to debut both a cable-delivered basic programming service on high-tech subjects and a personal computer software downloading venture in 1985, officials announced.

Equity efforts

CBS is far from a tentative agreement with Cablevision Systems and The Washington Post Co. involving equity in SportsChannel and/or Rainbow Programming Services, sources close to the situation maintained last week.

Sports at a glance

United Video hits the industry with another alphanumeric channel, Cable SportsTracker.

Two-way meter read

American Cablesystems of Newburyport, Mass., begins an experimental meter-reading project in conjunction with the Rowley Light Department in Rowley, Mass. Meanwhile, Metrovision's cable system in Lincoln, Neb., prepares for Lincoln Electric System's 10-home test which gets under way early next year.

Sections

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Rogers Cablevision's new packaging strategies in its San Antonio system are designed to add more subscribers and position them to be receptive to pay-per-view. The new offerings come on the heels of three rate increases for the system's subscribers. Also, Robert DiMatteo reviews The Learning Channel's series on film and video produced by independent filmmakers.

Marketing/Advertising...........28

Cable AdNet, the Pennsylvania-based interconnect and advertising rep firm, opened a shop in San Francisco to make inroads in the Bay area's local and regional cable advertising sales efforts. Also, United Cable Television Corp. will launch its new advertising effort in 24 systems. The campaign will feature the theme, "The more you live, the more United gives."

Business & Finance................43

Among companies recently reporting quarterly earnings, Tele-Communications Inc., Comcast Corp. and Playboy had rising earnings figures. AM Cable lessened its losses, and Wavetek reported red ink. Also, American Cablesystems announced that its Illinois partnership is sold out.

About the cover

Artist Cindy Enright's illustration shows Albert Einstein toying with the three broadcast networks. Associate Editor Louis Chunovic examines the progress cable has made in ratings shares in this week's *PLUS*, beginning on page 30.

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The decline of network dominance

Genius challenges the establishment

In cable homes the answer is clear: The amount of time spent watching the alternatives is growing at the expense of the big three networks.

By Louis Chunovic

"The biggest growth area in cable today is the so-called cable-originated networks . . ."

Robert Sieber
Vice President, Research
Turner Broadcasting System

Actors, audiences and others sometimes forget, but television is a business. And like other businesses, it's the bottom line that counts.

There are lies, damn lies and statistics. That's a truism. So it is helpful to remember that decision-makers on Sunset Boulevard, Madison Avenue or Peachtree Street all may be concerned with different, albeit equally valid, bottom lines.

One bottom line is that the three traditional broadcast networks have a significantly smaller slice of the audience pie than they had a decade ago. The ratings of a typical prime-time network series have "eroded" by approximately one-sixth (most estimates range from 12 percent to 18 percent) in that period.

A second bottom line is that the broadcast networks—ABC, CBS and NBC—still have by far the largest single piece of that audience pie.

A third is that the pie itself is much larger than it used to be. Levels of homes using television (HUT) have risen with the increasing population.

And a fourth bottom line is that where there once was but one pie on the table, now there are many. . . and still more to come from new technology's fast-cooking oven.

Program piemen

And while we're on the subject of pies and ovens, let's not forget that the networks and the cable services are not actually the consumers of these tasty audience pies. They are but the bakers. And like proud craftsmen everywhere, these bakers have been arguing about whose pie is tastiest, most nutritious and even whether certain new, smaller pies are better values than the older, bigger ones. But let's hear from some of those most familiar with the ingredients themselves.

The rate of network share decline has slowed, although it hasn't stopped, according to Arnold Becker, vice president, national research, CBS. Approximately a decade ago, the three networks commanded about 93 percent of the prime-time television audience, and that prime-time share has dropped only 13 points to about 80 percent, Becker says.

"CBS' official estimate is that we expect it to bottom out at something around 70 (percent). . . . 1990 is the date that's usually associated with this," Becker notes. "One of the reasons that we are expecting this to level off is that at some point, the new technologies that have been competing essentially solely with the commercial networks begin to compete with each other."

According to a developing broadcast network consensus, that point already has been reached or is about to be reached. "A very substantial part of this gain has been caused just because there are wires, not because there's a cable industry that's been putting on programming," Becker asserts. He estimates that only about half the prime-time network decline could be traced to cable sources, and the rest was caused by newly competitive and prosperous UHF independent stations and others, which in many cases owe their ability to be more aggressive to cable must-carry.

"As to the future, we see a natural 'cap' on the extent to which cable penetration can grow and also natural limits on proliferation, for both physical and economic reasons," was how CBS Television Network President Anthony Malara put it to a gathering of television advertisers early in 1983.

Not all bad

As the rate of cable penetration has slowed, that hypothesis has been echoed by any number of broadcast network officials and others, recently including James Rosenfield, senior executive vice president, CBS/Broadcast Group, who called the networks "a 'born-again' business." In an overview on the CBS/

Broadcast Group's most recently adopted strategic plan, he took note of the "resilience of the television network business (which) is a fact. . . we have finally communicated to Wall Street, Madison Avenue and the financial press."

Rosenfield conceded that "the new cable medium has affected the use of network television but in no way has cable replaced the free over-the-air medium."

Quoting historian Daniel Boorstin, Rosenfield declares that "new technologies *transform* the use of old ones; they don't *replace* them." He joined his network colleagues in predicting retention of a combined 70 percent share in 1990.

'If in fact we should end up with something like 70 percent of the prime-time audience, the three networks can still be very profitable," is Becker's observation. "It is not necessary for our business. . . to have 93, 94, 95 percent of the audience (to be viable)."

Becker, Rosenfield and a number of others at the networks have concluded that several side effects of erosion were actually salutary.

After all, goes this line of reasoning, the networks have had continued record profitability; increased competition has made them more conscious of cost containment measures in production and elsewhere; and the experience of cable and other competition has alerted them to even greater future competition and strengthened their argument for repeal of the Financial Interest and Syndication Rule, the 7-7-7 Ownership Rule and other regulations that limit the broadcast networks' ability to compete.

"We're not running scared," says Becker. "We're conscious that our rate of growth will likely not be as great for the television network as in the past. What CBS is thinking, therefore, is 'if you can't beat 'em, join 'em,' so to speak."

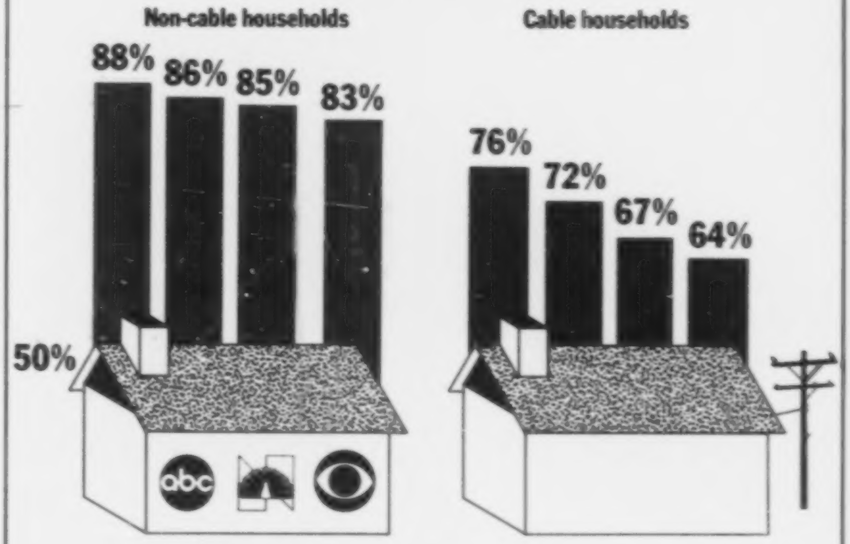
That means, as Rosenfield explains the network's strategic plan, that CBS (and by implication the other two networks) "must be prepared to develop new electronic distribution vehicles, including DBS, cable and also pay-per-view. In taking these steps, CBS must be prepared to offer services to home subscribers in various forms including pay services; services partially supported by advertisers, partially by subscribers; and perhaps potentially most lucrative, pay-per-view services to the home."

To most MSO executives and cable operators, those are familiar ingredients indeed. And as the broadcast officials begin to speak the language of cable and the new technologies, their opposite numbers in cabledom are focusing on what was once the frosting solely on broadcast's cake: namely, the all-important numbers that advertisers are seeking.

"The latest Nielsen figures for July of 1984 show that there are 36 million cable subscribers in the country—or roughly 43 percent of all households in the country," Robert Alter, president of the Cabletelevision Advertising Bureau, pointed out to a recent gathering of the National Academy of Television Arts and Sciences. Cable is reaching "upscale demographics: higher income households, larger households, younger, suburban. These attributes are making the base of cable's revenues very solid and are also developing cable as a medium of extreme attractiveness to advertisers."

Despite the highly publicized "slowdown" in cable growth, the CAB is predicting that penetration will cross the 50 percent threshold by the end of 1985 and be at 60 percent by the beginning of the next decade. "In July 1984," says Alter, "people in pay

Erosion in 3-network affiliate shares* Non-cable vs. cable households Prime time



* A share is defined as the estimated percent of all households or persons viewing TV. The solid bar represents percent of viewers watching network TV

A.C. NIELSEN for CAB

. . .cable representatives usually concede that entrenched viewing habits, especially among the older demographics, are hard to break, but that different viewing patterns have emerged in the younger audience demographics . . .

The cumulative effect of increasing advertising costs and decreasing numbers of desirable demographics will send advertisers to basic and advertiser-supported cable.

Robert Sieber
Vice President, Research
Turner Broadcasting System

households spent more time with cable programming during the prime-time hours. . . than they did with the three networks."

That level of penetration has made advertisers aware of what Alter called "two television universes. We have a cable universe and we have a non-cable universe. And we're beginning to see vast differences in viewing between those two universes."

The same and different

Alter offered a number of examples of viewing differences between these two universes. For instance, during the first half of 1984, "in non-cable households. . . the network affiliates (had) a 79 share on a 24-hour basis. In cable households, network affiliates (had) a 58 share."

In prime-time, the average broadcast network program commanded a 16.2 rating, according to Alter. That program "has a 5 percent higher rating in non-cable households, a 9 percent lower rating in cable households and a 10 percent lower rating in pay cable households."

For Alter, crucial differences have emerged in the broadcast-network viewing patterns of key audience demographics. To cite one example, the "average prime-time rating among men 18 and older for the three networks is 10.5. It is 7 percent higher in non-cable, 11 percent lower in all cable and 14 percent lower in pay. That is a 21-point spread in terms of average ratings."

According to Alter, an even higher differential exists for teenage viewers (27 points), and there is a 16-point spread for women viewers between those in non-cable and those in pay-cable homes.

Put another way, Alter's contentions are that network erosion is much greater in cabled homes than in non-cable homes and that the cable universe is more demographically desirable to advertisers.

But it isn't only the cable people who are talking demographics. ABC and NBC have long emphasized the *quality* of their audiences as opposed to the *quantity*. Even at perennial ratings leader CBS—once thought of as the older, less urban network—the focus is on those viewers who are most attractive to advertisers.

Referring to *Hill Street Blues*, *Family Ties* and other NBC prgrams that mostly reach "quality" audiences rather than quantity audiences, Bill Rubens, vice president, research, NBC, says that "at another time, on another network, these programs might not have survived."

Advertisers show "a lot of interest" in qualitative audiences, notes Rubens. "And NBC, while some weeks second in the ratings, (has) been first in key demographics."

Broadcast representatives, of course, usually still focus on how well advertisers understand that the three networks are the only vehicles that reach a truly *national* audience. Therefore, the national-audience franchise is theirs alone, and their demographic emphases have some elements of taking the battle, as it were, to their cable enemy.

"The networks as a delivery system are available to virtually 100 percent of all U.S. television households," declares Rubens. "Cable, over 45 percent; pay cable, I think, is 27 percent. . . . Videocassette recorders, depending on the estimates, 10 percent to 11 percent. (Video) games, much less."

The cabling of nearly one half of the country has given viewers "more choices," Rubens notes, but not all those choices are "useful" for most advertisers. "Let's say that 10 years ago the number of households that could view 10 or more channels was in the low 20s; today it's over 60 percent. Among those homes that can get 26 or more channels, they view in the course of a week about 10 of them."

Breaking old habits

To this argument, cable representatives usually concede that entrenched viewing habits, especially among the older demographics, are hard to break, but that different viewing patterns have emerged in the younger audience demographics, among persons who have been raised in the multiset, multichannel environment. Measuring viewing on a household basis is no longer accurate, according to Alter and others. Instead, as Alter put it, cable is "emerging as a medium of choice not so much for the household, but for the individuals within each household."

Nonetheless, as NBC's Rubens notes, there are two kinds of competition, not one, between broadcast and cable. "One is competition for audience, and one is competition for advertising."

Rubens declares unequivocally that "declining share is not what they (the advertisers) are concerned with. It's what's happening to the audiences. And household audiences have been holding up better than the share."

While this is certainly true, both cable- and broadcast-oriented observers, including NBC's Rubens, recognize that

HUT levels are a function of increasing population and that the postwar baby-boom population explosion is a thing of the past. In other words, an upper limit to HUT level, while not around the corner, is in sight. As Turner Broadcasting Vice President for Research Robert Sieber put it, "The weight of the evidence says that the momentum is behind the cable networks. The cable networks are going to continue to expand in their penetration. The broadcast networks can only expand as fast as the U.S. population."

The general broadcast network feeling is that, while it is the case that there is an upper limit on HUTs (as well as on the number of hours per day that the average viewer can watch—no matter what the program or its source), there also is an upper limit on cable penetration.

In a sense, cable is being "flanked" from the other side by the burgeoning popularity of videocassette recorders, according to NBC's Rubens. But in the competition for sheer audience, the biggest threat to the broadcast networks come from pay cable and especially HBO. "We think to a large degree that the major impact of cable has already been felt," says Rubens. "We expect to see a significant slowdown in the growth of cable and, hence, its impact on the networks. And also for the first time cable is being challenged—by the videocassette recorder. . . . In any event, when (HBO) started, they had a backlog of product available to them. That backlog has been eaten up. They also have competition they didn't have before. So HBO is no longer sitting there high on the hog."

Total weekly minutes viewed per household (Mon-Sun, 24 hours)

In Total TV HH	1st Half 1984 Minutes	1st Half 1984 Share	1st Half 1983 Minutes	1st Half 1983 Share	Difference (Minutes)	% Change
Cable Origination	196	6	133	4	+63	+47.4
Superstations	172	6	137	5	+35	+25.5
Pay Service	164	5	146	5	+18	+12.3
Affiliates	2101	69	2134	71	−33	− 1.5
Independents	478	16	479	16	− 1	− 0.2
Public	97	3	100	3	− 3	− 3.0
Total Usage	**3061**		**2995**		**+66**	**+ 2.2**

Minutes do not sum to Total Usage due to Multiset Households.
Source: A.C. Nielsen
Prepared by Cabletelevision Advertising Bureau

Total weekly minutes viewed per household (Mon-Sun, 24 hours)

In Total TV HH	2nd Quarter 1984 Minutes	2nd Quarter 1984 Share	2nd Quarter 1983 Minutes	2nd Quarter 1983 Share	Difference (Minutes)	% Change
Cable Origination	197	7	136	5	+61	+44.9
Superstations	181	6	136	5	+45	+33.1
Pay Service	169	6	144	5	+25	+17.4
Affiliates	1925	67	1996	70	−71	− 3.6
Independents	448	16	478	17	−30	− 6.3
Public	86	3	91	3	− 5	− 5.5
Total Usage	**2877**		**2856**		**+21**	**+ 0.7**

Minutes do not sum to Total Usage due to Multiset Households.
Source: A.C. Nielsen
Prepared by Cabletelevision Advertising Bureau

If that's the case, the pay service has company. From 1980 to 1984, "viewing to the network affiliate declined over two hours per week," notes Robert Maxwell, HBO's vice president for research.

"Who's leaving the networks?" Maxwell asks rhetorically. "Clearly it's the most desirable audiences."

According to Maxwell, it is to HBO and the other pay services that the younger, upscale demographics are tuning. Although the pay services don't carry advertising, of course, advertisers need to be aware of where their target audiences are. "The people (who) tend to take us tend to be higher income," Maxwell points out. "If I can 'blue-sky' a bit, the network erosion is taking place among the most desirable audiences; at the same time, the networks are increasingly charging more for this audience. There's got to be a trade-off somewhere down the road, where they're not going to be able to charge that much and continually raise prices, because the audience isn't as good."

According to Maxwell, between 1976 and 1983, the broadcast-network advertisers have seen a 70 percent increase in the cost of a 30-second commercial and an 82 percent increase in their overall cost per thousand.

"One of the things the networks have been saved by is that the HUT levels. . . have always tended to increase," Maxwell says. "I think they're looking at a situation down the road where that is not going to be the case. Somewhere, the lines are going to start to flatten out a bit, because there's only so much time you can take out of the pie, so to speak. Once the ratings don't continue to increase, the networks' share might decrease. . . . If I was an advertiser (I would say), 'Maybe what I'm paying for is not as valuable.' The lines are going to cross somewhere, where they're not going to be able to charge as much for that time, and I think

Alter's contentions are that network erosion is much greater in cabled homes that in non and that the cable universe is more demographically desirable to advertisers.

it's going to affect the overall quality of programming. And that, in turn, is going to help cable viewing."

The networks are caught in a "double bind," according to Maxwell. They are putting on a greater number of commercials in prime time and charging more for them, thereby risking increasing viewer irritation. Their "event strategy" is costlier than series programming and doesn't build viewer loyalty. In the long term, it only "feeds the erosion."

Better product and ratings

The cumulative effect of increasing advertising costs and decreasing numbers of desirable demographics will send advertisers to basic and advertiser-supported cable, Maxwell predicts. That in turn can only help HBO by negatively affecting the broadcast networks' ability to produce and pay for high-quality programming. The early 1990s will be critical to this scenario, Maxwell concludes.

Naturally, this is a scenario that finds favor at TBS. "The biggest growth area in cable today is the so-called cable-originated networks—that's the name that Nielsen gives them—the ESPNs and the CNNs of the world," says TBS' Sieber.

"Non-broadcast, non-pay networks—the greatest growth is coming in all those networks. Those networks continue to proliferate, they continue to grow in subscribers," he says. "The folks at the broadcast networks will say we're beginning to eat apart our own viewing, that we're fragmenting one another. There is some of that happening, but what is also happening is that the subscriber base keeps getting larger and larger as these systems expand to capacity."

In considering homes delivered by 1990, a 12 million home differential exists between current broadcast-network analysts who forecast a 6 million home gain for the three networks combined and such cable-oriented prognosticators as Sieber, who sees a 6 million home drop by the end of the decade. According to Sieber, one implication of "increasing programming costs versus declining audiences and the possibility that ABC, NBC and CBS (will) have difficulty passing along the costs to subscribers" is that "one of the three broadcast networks will be forced into significant format changes in order to reduce the cost side of the equation." In other words, "programming across all three nets will not look so much alike by the end of the decade (i.e., games/drama in daytime, news/info early morning and entertainment during prime)."

Sieber's forecast seems to find an echo in the recent Rosenfield overview of the CBS strategic plan, in which he said, "We are caught in a vise in which we must control steeply rising costs of programming (and) yet at the same time increase the amount of original programming we schedule to maintain audience."

However, at CBS at least, this vise is being turned into a competitive lever. CBS intends to be "at the forefront" of HDTV, pay-per-view, videocassettes and the other new technologies, specifically including DBS, according to Rosenfield. Additionally, CBS will attack the rising-production-cost problem by increasing in-house production. "The core of our business will continue to be the television network," Rosenfield declares. "Every effort will be made toward strengthening that business, but the key *change* is the (Broadcast) Group's stress on developing our own production capabilities."

Rosenfield stated CBS' (and, by extension, the other two networks') intentions directly: "Not only does the development of our own software relate to meeting some of the cost pressures that we encounter in programming the television network, but most importantly, it gives us the product we can market through the wide range of new pay television channels now emerging at home and abroad."

The broadcast networks intend to countervail against the audience-eroding pressures of cable, VCRs and other nascent video technologies by mastering those technologies themselves and by providing programming—for cable's wires as well as for their own air—that has a more favorable cost/quality ratio.

State-of-the-art technology and good programming—there's no small irony in that prescription. After all, isn't that exactly what the cable services must provide? Consider the industrywide emphasis on cable made-fors and original series and such developments as the planned TBS production-facility expansion in Atlanta.

"We're not going to have the same kind of programming we've always had, particularly at WTBS, as we get the economic viability to improve it," notes Sieber. "That's one of the interesting things that the networks don't take into account. I don't think they see the competition improving the quality of its product."■

Cable services subscriber count

Satellite-fed national service

Basic services	Affiliates	Subscribers	% change in subs from 10/3/83†
American Christian Television Systems (ACTS)	100	1,369,471	NA
Arts & Entertainment	1,500	10,500,000	NA
Black Entertainment Television (BET)	340	7,000,000	+52.0
Cable Music Channel	NA	NA	NA
Cable News Network (CNN)	6,247	27,654,000	+32.7
CNN Headline News	1,780	12,570,000	+169.0
C-SPAN	1,500	18,000,000	+24.1
CBN Cable Network	4,619	24,300,000	+9.4
Country Music Television	225	4,600,000	+283.3
Entertainment & Sports Programming Network (ESPN)	8,438	32,700,000	+35.6
Eternal Word Television Network(EWTN)	165	2,410,000	+48.5
Financial News Network (FNN)	1,000	17,000,000	+88.8
The Learning Channel	530	4,762,840	+32.3
Lifetime	1,992	20,425,569	NA
Modern Satellite Network (MSN)	550	9,913,290	+20.5
Music Television (MTV)	2,470	21,800,000	+45.3
The Nashville Network	2,000	16,800,000	+68.0
National Christian Network (NCN)	95	1,200,000	−16.6
National Jewish Television (NJTV)	196	4,050,500	+43.4
Nickelodeon	3,250	21,100,000	+51.2
Prime of Life	NA	5,000,000	NA
PTL Satellite Network	1,034	10,100,000	+26.2
Santa Fe Communications	26	524,723	NA
Satellite Program Network (SPN)	509	11,664,183	+52.6
Silent Network	240	6,800,000	NA
SIN Television Network*	276	28,338,300	+775.3
Trinity Broadcast Network	370	4,486,000	+39.3
USA Network	4,000	25,000,000	+31.5
The Weather Channel	1,260	12,800,000	+28.0
WGN-TV	5,741	14,211,515	+32.6
WOR-TV	1,066	4,800,018	+17.0
WPIX-TV	152	885,000	NA
WTBS-TV	7,798	31,600,000	+18.5
Pay services			
American Movie Classics	NA	NA	NA
Bravo	156	246,000	+96.8
Cinemax	2,100	2,700,000	+8.0
The Disney Channel	1,712	1,132,389	NA
GalaVision	200	130,000	+4.0
Home Box Office (HBO)	5,400	13,500,000	+8.0
Home Theater Network (HTN)	400	275,000	+22.2
Professional Education Network	NA	NA	NA
The Movie Channel	2,750	3,200,000	+28.0
The Playboy Channel	457	720,000	+44.0
The Pleasure Channel	6	12,000	NA
Showtime	3,000	5,400,000	+20.0
Audio services			
Cable Jazz Network	3	15,120	NA
Lifestyle	104	3,239,773	+79.9
Love Sounds	4	10,730	NA
Moody Bible Institute	34	535,879	+64.5
Nice and Easy	13	111,250	NA
Satellite Jazz Network	13	850,000	NA
Satellite Radio Network	50	403,000	+0.75
SCAN	34	173,000	+60.1
Star Ship Stereo	NA	NA	NA
WFMT, Chicago	154	989,029	+11.3
Text services			
AP News Cable	400	4,700,000	NC
Dow Jones Cable News	175	2,240,000	+38.2
Electronic Program Guide (EPG)	165	3,276,189	+55.8
Genesis Storytime	13	159,000	NA
Reuters News View	350	4,100,000	+17.1
UPI Data Cable	450	NA	NA
Pay-per-view services			
HiLife Channel	NA	NA	NA

Non-satellite-fed national service

Bicycled services			
Fuji Network	7	3,833	+39.8
Nippon Golden Network	5	8,105	+305.0
The Pleasure Channel	8	4,000	NA
Vector Consumer News	12	300,000	NA
Vector Consumer Shopping Guide	16	490,000	NA

Regional entertainment service

Basic service	Affiliates	Subscribers	% change in subs from 10/3/83†
Atlanta Interfaith	7	130,000	+3.1
Bay Area Religious Channel (BARC)	5	107,100	−46.0
Buffalo Sabres Hockey	13	450,000	+38.4
The Ecumenical Channel	5	92,000	NA
Home Sports Entertainment—Houston/Dallas	57	48,000	NA
Home Team Sports	15	20,000	NA
KTVT	NA	NA	NA
Life Newsvision	24	35,000	+218.0
Madison Square Garden	52	1,700,000	+13.0
Meadows Racing Network	19	275,000	NA
MetroChannel	1	112,000	+1.8
New England Sports	NA	NA	NA
Newsday Cable	1	232,000	+22.0
PRISM-Philadelphia	89	369,500	+4.8
Pro-Am Sports	35	25,000	NA
The Superchannel	13	22,000	NA
SportsChannel (New England)	47	55,000	+175.0
SportsChannel (New York)	39	370,000	+23.1
Sports Time	112	42,000	NA
SportsVision	20	45,000	+309.0
Sportsvue Cable Network	25	18,500	NA
Texas Cable Network	12	730,000	NA
Video Music Channel	30	300,000	+172.0
Z-Channel	23	96,730	+5.9

Announced services

Non-satellite-fed services	Expected Launch
The Games Network	4th quarter 1984
Regional services	
Box Seat	TBA
Satellite-fed services	
Almi Group Network	TBA
The Aloha Network	TBA
AP News Plus	12/84
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cable Music Channel	10/84
The Cableshop	1/85
Cable SportsTicker	4th quarter 1984
Cabletix	TBA
Comedy Entertainment Network	TBA
Computer Satellite Network	1/85
Discovery Music Network	1/85
Kidvid Network	11/84
MTV Network Second Service	1/85
Magicable	TBA
Movie Time	1/85
Nabu Network	2nd quarter 1985
The Nostalgia Channel	TBA
Pacific Cable	4th quarter 1984
Satellite Concert Network	TBA
Star Video Music	11/84
Studioline	1985
The Work Channel	TBA
X'Press	1st quarter 1985

Note: Subscriber and affiliate counts are as of 7/31/84 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.
* Total SIN reach. Spanish-speaking households: 3,490,300.
† Percentage change is now computed using previous year's figures.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable network during November 1984.

A&E

American Hawaii Cruises (R)
BMW Autos (R)
British Airways (N)
Celestial Seasonings (N)
Exxon (R)
Ford (R)
GM (N)
IBM (R)
Jamaica Tourist Board (N)
Kodak (N)
New World Pictures (N)
RCA (R)
Schwepp's (N)
Showtime (R)
U.S. Postal Service (N)

BET

Anheuser-Busch (R)
AT&T (R)
Avon (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford Motor Co. (R)
Hershey (R)
Home Box Office (R)
IBM (R)
J.C. Penney Co. (R)
Johnson & Johnson (R)
Kraft (R)
Mobil Oil (R)
Nike (R)
Orion Pictures (N)
Pepsi-Cola (R)
Procter & Gamble (R)
Quaker Oats (R)
Sears (R)
Showtime/TMC (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marines (R)
U.S. Postal Service (R)
U.S. Treasury Dept. (R)
Westinghouse (R)
Wrigley's (R)

CBN†

Borden
Borroughs Welcome
Campbell's
Charles Schwab
Consumer Reports
General Foods
Haines
Jeffrey Martin
J.G. Durand
Kal Kan
Lipton
M&M/Mars
Nabisco
Nestle
Norcliff Thayer
Richardson Vicks
Thompson Medical
USA Today

CMC

Paramount Pictures (R)
Tri-Star Pictures (N)
Wrigley's (N)

C-SPAN**

AT&T (R)
Centel (R)
DuPont (R)
General Motors (N)
IBM (R)
M/A-Com (N)

Dow Jones Cable News*

Charles Schwab & Co.
Consumer Report (N)
House & Garden Magazine (R)
Northwestern Mutual (N)
Smithsonian Magazine (R)

ESPN

AT&T (R)
Canon Cameras (N)
DeBeer's (N)
Dr. Scholl (N)
Esquire (R)
Guest Quarters (N)
HBO (R)
Hitachi (R)
Kawasaki (R)
Leaf Confectionary (N)
Menley & James (N)
Nautilus Sports/Medical Industries Inc. (N)
New World Pictures (N)
Nikon (R)
Nissan (R)
Orion Pictures (N)
Paine Weber (R)
Paramount Pictures (N)
Polaroid (N)
Sports Illustrated (R)
Subaru (R)

FNN

American Airlines (R)
American National/Cellular Telephone (N)
Avis (R)
Barron's (R)
Business Week (R)
Capital Preservation (R)
Charles Schwab (R)
Chicago Board of Trade (N)
Compaq Computers (N)
DHL Courier (R)
Epic/Real Estate (N)
Federal Stamp Reserve (R)
Ford/Autos (R)
Ford/Corporate (R)
GMAC (R)
Heinold Commodities (N)
Hewlett Packard (N)
Hyatt Hotels (N)
Investment Rarities (N)
Italcable (R)
Kansas City Board of Trade (N)
Merrill Lynch (R)
Mita Copiers (N)
National Business Employment Weekly (R)
National Car Rental (N)
National Cash Register (N)
Oldsmobile (R)
Olympic Gold Coins (R)
Ramada Inns (R)
Rarities Mint (N)
Sanyo (N)
Sears Financial Network (R)
Security Pacific (R)
Shearson/Lehman American Express (R)
Transamerica (N)
US Committee for Energy Awareness (N)
Wall Street Journal (R)

MSN

Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Foods (R)
Hershey Foods (R)
Mattel Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

SPN

Air New Zealand (R)
Australian Tourist Bureau (N)
Chesebrough Ponds (R)
China Beer (N)
Hilton Inns (R)
Mennen (R)
Nikon (R)
Pacific Airlines (N)
Purina (N)
Rubbermaid (R)
Time/Life Books (R)
United Airlines (N)

The Learning Channel*

Barron's Report (R)
Charles Schwab (R)
Scientific-Atlanta Magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network

Campbell's Soup (N)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnafitch (R)
Solarts (R)

Weather Channel

Allstate (R)
American Home Products (R)
American Motors Corp. (R)
Anco Wiper Blades (R)
Champion Spark Plugs (R)
Intalcable (R)
Norelco (R)
Pillsbury (R)
Procter & Gamble (R)
Prudential-Bache (R)
Quaker Oats Co. (R)
Ralston Purina (R)
Ramada Inns (R)
Sears Portrait (R)
Thomas J. Lipton (R)
3M (R)
United Carbide (R)
United (R)
United Technologies/Carrier (R)
Warner Lambert (R)

R denotes renewal client
N denotes new client
*Listing is comprised of October advertisers
**Listing is comprised of both advertisers and program underwriters
†New and renewal information not available
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.

C4722.2

■ Exclusive interview with HBO's Fuchs and Collins

CableVision

The news and features weekly of the cable television industry

December 10, 1984

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CableVision

LARRY BARNS

Collins (left) and Fuchs: An exclusive interview with HBO's new management team. See story, page 36.

Special feature..........36

HBO executives Michael Fuchs and Joseph Collins have taken a hard look at the premium service and now have some answers to some of the questions that have been circulating since parent company Time Inc. announced it was replacing Frank Biondi at the helm.

In their first encounter with the press since the management changes, Fuchs and Collins reinforce the company's increased emphasis on affiliate relations solving marketing problems it faces.

Santa Cruz says 'no'

The city of Santa Cruz has refused to renew Group W's franchise, now due to expire in 1986. The move reaffirms an earlier decision last summer to issue a new RFP following a breakdown in franchise negotiations.

CMC turns off

Cable Music Channel is no more; Turner Broadcasting turned its video clip venture off Nov. 30 and sold some of its assets to MTV Networks Inc. for $1.5 million.

CBS is back

CBS re-entered the cable programming scene last week by wrapping up agreements in principle with Cablevision Systems Corp. and The Washington Post Co. for equity shares in Rainbow Programming Services and SportsChannel. Asking price: $57 million.

Baltimore near contract

United Cable Television Corp. officials and city representatives come to agreement on a final contract award for the Baltimore cable system, eight months after the Denver-based MSO turned in the only bid to wire that city's 302,000 homes.

Leading the week 11-20

TBS dams losses

Turner Broadcasting's sale of Cable Music Channel's assets could turn expected losses in the fourth quarter of 1984 and the first quarter of 1985 into break-even periods for the Atlanta-based communications company.

MMDS lottery

The FCC has finally agreed to a lottery system to process about 16,000 multichannel multipoint distribution service applications at the Commission. First spin of the drum, which could set off a significant challenge to cable operators, may come as early as 90 days.

COST is cooking

Coalition Opposing Signal Theft (COST), an ad hoc committee formed to serve as a platform for the exchange of information and ideas concerning cable theft of service, met for the first time last week and outlined its goals.

New business net

A former Financial News Network executive is putting together his own business-oriented basic cable programming service and has set an early March launch date for the operation. The service, which will be called International Business Network, is the brainchild of Daniel Sobol, who has financial backing from Rainbow International Corp.

Southern California welcomes attendees to the 1984 Western Show in Anaheim this week. See story, page 25.

CableVision

About the cover

On the cover is a paper sculpture by Boulder artist Chris Butler.

At the time our cover went to press, the latest Arbitron report was 35,515,000 cable households. Arbitron's November number is even higher at 35,717,000. The Nielsen service posted a total of 36,105,500 cable houses as of July 1984. Their next update will be announced in the second week of December. International Communications Research, as of late October, totaled 32,021,035, based on a telephone survey of 5,861 cable systems.

The disparity between Nielsen and Arbitron on the high end and ICR on the lower can be attributed to methodology. Where ICR obtains sub counts from operators, the others use extrapolations based on samples on the total TV household universe. Arbitron's estimate is derived from answers of 400,000 persons responding to questionnaires.

Depending on the demand, this Dec. 10 cover may be made available as a poster. Persons interested in obtaining a copy, please write *CableVision* Cover, 600 Grant St., Ste. 600, Denver, Colo. 80218.

Sections

Programming 55

Pay-per-view programming has many operators in California excited about its potential and making plans to include it in their future offerings.

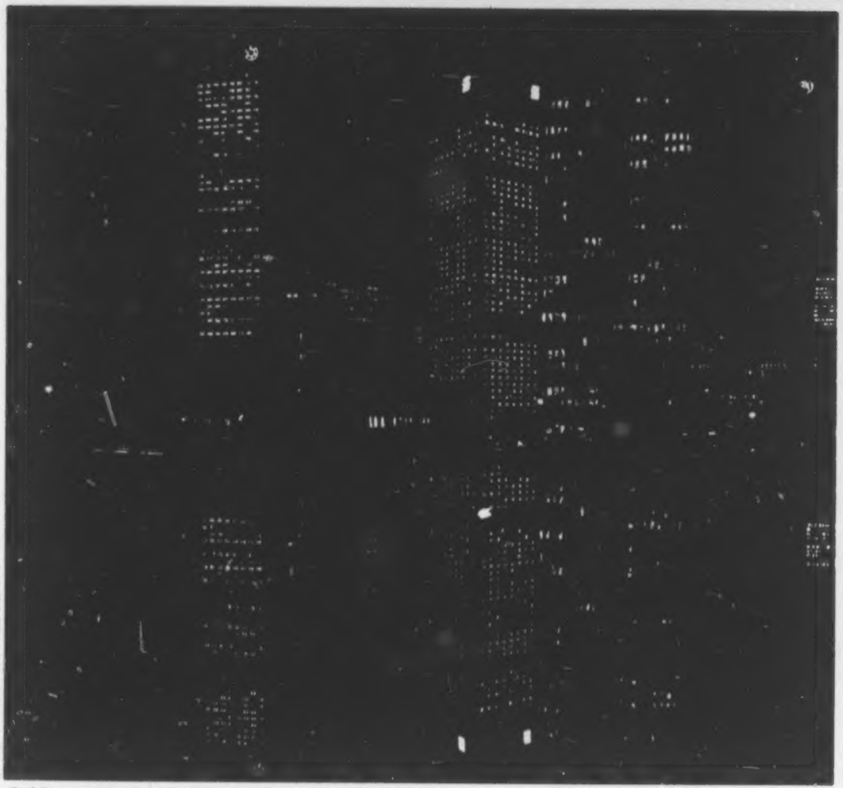
COURTESY OF SAN DIEGO PADRES

Pay-per-view sporting events packages are being experimented with at Cox Cable San Diego. See story, page 55.

Also, several new programmers will be offering their product to operators at the Western Show this week, including Discovery International, Santa Fe Communications, Pacific Cable Network and Movietime.

Marketing/Advertising 64

Making a go of it in Los Angeles has proved difficult for cablers. L.A. Bureau Chief Eric Taub explores how several systems are getting the better of customer service headaches and pay and basic penetration pains, employing various tactics that are anything but laid-back.



STOCK IMAGERY/JAMES BLANK

Cable systems must get together if they are to get a slice of the L.A. ad pie. See story, page 78.

Also, the advertising dollars are there, but the many cable systems in the heavily fragmented Los Angeles market must put long-standing differences aside and opt for a unified approach if they are to share in the loot. Associate Editor Cecilia Capuzzi takes a look at the ways in which area cable systems are rising to this new challenge.

Business & Finance 114

California cable brokers are barraged with requests from people looking to buy cable systems in that state. The regulatory environment, theft-of-service laws and state cable association are the major attractions, Associate Editor Sally Russell reports.

Also, *CableVision* takes a close look at the franchising process in Sacramento, Calif., and comes up with some sober conclusions for cable companies planning to draft proposals in other markets.

Management 126

NCTA Chairman Ed Allen's California cable company boasts an incredible 80 percent basic penetration level and an enviable employee turnover rate—all this, with little or no promotion or window-dressing. How does Western Communications do it? L.A. Bureau Chief Eric Taub provides some answers.

New Ventures 131

With the recent launches of Times Mirror Videotex Service's Gateway Service and Group W Cable's Request Teletext service, California seems to be fertile ground for videotex and teletext. Associate Editor Sally Russell looks at some of the factors that are luring operators into the business.

Government & Law 134

CCTA Counsel Michael Morris outlines two sections of the new Cable Communications Policy Act of 1984: Section 631 dealing with subscriber privacy and the provisions in the Act regarding leased access.

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CABLE STATS

Film product comparison—December

Film	Pay Networks					Distributor
Airplane II: The Sequel	(HBO)	(ST)	TMC			Paramount
Alice's Adventures In Wonderland			TMC	(HTN)		Muller Media
All the President's Men		ST*	TMC		(MAX)	Warner Bros.
Amityville: The Demon	HBO					DDL
Amityville II: The Possession					MAX*	DDL
Angel of H.E.A.T.		(ST)			MAX	High Wire
Animal House	(HBO)		TMC*		(MAX)	Universal
Anne of the Indies			TMC			20th Century-Fox
Annie	HBO*				(MAX)	Columbia
Around the World in 80 Days		ST		(HTN)	(MAX)	Warner Bros.
Bad Boys	(HBO)				MAX	AFD/EMI
Bad News Bears			TMC			Paramount
Barry Lyndon			TMC			Warner Bros.
Beastmaster		ST	TMC	(HTN)	(MAX)	MGM/UA
Best Friends	HBO	(ST)	TMC*	(HTN)	(MAX)	Warner Bros.
Best of Everything				(HTN)	MAX	20th Century-Fox
Best Years of Our Lives		ST				S. Goldwyn
Between Friends	HBO					Robert Cooper
Beulah Land					MAX	Columbia
Big Bad Mama					MAX	New World
Big Chill, The	HBO*				(MAX)	Columbia
Bill					MAX*	Landsburg
Bishop's Wife			TMC		MAX	S. Goldwyn
Bluebeard		ST				Tri Star
Blue Skies Again	HBO*		(TMC)			Warner Bros.
Blue Thunder	HBO				(MAX)	Columbia
Boarding School		(ST)	TMC		(MAX)	Atlantic
Brainwaves			TMC			CineAmerica
Breathless	HBO*				(MAX)	Orion
Brickstone County Prison			TMC			Viacom
Caine Mutiny	HBO			HTN*		Columbia
Carousel			(TMC)		MAX	20th Century-Fox
Charley's Aunt				HTN		Universal
Cheech and Chong's Next Movie		ST	(TMC)			Universal
Cheech and Chong Still Smokin'		ST	(TMC)			Paramount
C.H.O.M.P.S.					MAX	Orion
Christmas Lilies of the Field		ST				Viacom
Circle of Iron	HBO					Film Fin.
Class	HBO*	(ST)	(TMC)			Orion
Class Reunion			TMC		(MAX)	ABC Video
Confessions from a Holiday Camp		ST				Columbia
Cops and Other Lovers			(TMC)		MAX	Cinema Signal
Courage of Black Beauty		ST				Alan Enterprises
Crisis		ST				MGM/UA
Cross Creek	HBO			(HTN)	(MAX)	ADF/EMI
Damnation Alley			TMC*			20th Century-Fox
Day the Earth Stood Still, The			TMC*	(HTN)	(MAX)	20th Century-Fox
Deadly Blessing	(HBO)				MAX	Polygram
Defiance	HBO				(MAX)	Orion
Diplomatic Courier				(HTN)	MAX	20th Century-Fox
Draw!	HBO					Wholestar
Earthling, The			TMC		MAX	Orion
Easy Money	HBO*				(MAX)	Orion
Easy to Love		ST*				MGM/UA
Eddie and the Cruisers	(HBO)	ST	(TMC)	(HTN)		Embassy
Elephant Called Slowly, An	(HBO)		TMC			Alan Enterprises
Escape Artist, The		ST	TMC			Zoetrope
Escape from New York					MAX*	Embassy
Escape 2000		ST				New World
Evil, The		ST				Viacom
Experience Preferred But Not Essential			TMC		(MAX)	Goldcrest
Family Upside Down				HTN		Columbia
Fifth Floor		ST				Viacom
First Blood	HBO*					Anabasis
Flashdance		(ST)	TMC*			Paramount
Forbidden World			TMC*			Viacom
Forced Vengeance			TMC		MAX	MGM/UA
48 Hours		(ST)	TMC			Paramount
Frightmare			TMC			Atlantic
From Here to Eternity				HTN*	(MAX)	Columbia
Funny Lady			(TMC)	HTN		Columbia
Gandhi	(HBO)	(ST)	(TMC)	(HTN)	MAX*	Embassy
Gates of Hell		ST				Blum
George Washington Slept Here		ST				MGM/UA
Gift of Love					MAX	TLF
Glitter Dome	HBO*					Telepictures
Going Berserk	(HBO)	ST*				Universal
Goin' Coconuts	HBO					TLF
Gold Is Where You Find It		ST				MGM/UA
Gorky Park					MAX	Orion
Great Adventure					MAX	Simcom
Gregory's Girl					MAX	S. Goldwyn
Grey Fox, The		ST*				The Movie Store
Guardian, The	HBO*					R. Cooper
Hammett			TMC			Warner Bros.
Hans Christian Andersen		ST*				S. Goldwyn
Heartaches	(HBO)		TMC*			The Movie Store
Heart Like A Wheel	HBO*	(ST)	(TMC)	(HTN)		20th Century-Fox
Hickey and Boggs			TMC*			MGM/UA
High Road to China	HBO			(HTN)	(MAX)	Galaxy
History of the World Part I			TMC			20th Century-Fox
Holly and the Ivy, The		ST				Viacom
Honey					MAX*	Rivercourse
Hound of the Baskervilles			(TMC)		MAX*	Holmes Pictures
Huckleberry Finn		(ST)	TMC			MGM/UA
Humongous		(ST)			MAX*	Embassy
Hustler, The				(HTN)	MAX	20th Century-Fox
Ice Castles				HTN*	(MAX)	Columbia
Incubus		ST				Film Ventures
Island, The			TMC			Universal
It Happened One Christmas			TMC		MAX	Universal
Jesse James			(TMC)		MAX*	20th Century-Fox
Journey to the Center of the Earth			TMC*	(HTN)	(MAX)	20th Century-Fox
King of Comedy	HBO				(MAX)	Empax
Kiss Me Goodbye	HBO	ST	TMC	HTN*		20th Century-Fox
Kiss Me Kate			(TMC)		MAX*	MGM/UA
Last Embrace			(TMC)		MAX	MGM/UA
Last Tycoon			TMC*			Paramount
La Traviata			TMC	HTN		Universal
Lenny			TMC		(MAX)	MGM/UA
Let's Do It			TMC			Best Film
Let's Spend the Night Together		(ST)	TMC	(HTN)	MAX	Embassy
Life of Her Own		ST				MGM/UA
Light at the Edge of the World			TMC			Tri Star
Local Hero		ST		(HTN)	MAX	Warner Bros.
Lonely Lady, The	(HBO)	(ST)	TMC			Universal
Lone Wolf McQuade	HBO				(MAX)	Orion
Lunch Wagon		ST				Seymour Borde
Manny's Orphans			TMC			Cinema Signal
Man With Two Brains		ST	(TMC)			Warner Bros.
Man Who Loved Women	HBO				MAX	Columbia
Man Who Wasn't There		ST	(TMC)			Paramount
Man, Woman and Child		ST	(TMC)			Paramount
Marilyn					MAX	TLF
"Master Harold" . . .and the Boys		ST				ST
Melanie	HBO*		(TMC)			Simcom
Merry Christmas, Mr. Lawrence			TMC		MAX	Universal
Misty	(HBO)			HTN		UPA
Monster's Christmas		ST		HTN		Video Software
Monty Python's The Meaning of Life	(HBO)	ST*	(TMC)			Universal
Mortuary			TMC			Film Ventures
Mountain Men					MAX	Columbia
Mr. Mom	HBO*	(ST)	(TMC)	(HTN)	(MAX)	20th Century-Fox
My Bodyguard		(ST)	TMC			Prime Time
My Tutor	HBO*	(ST)	(TMC)		(MAX)	Universal
Nate and Hayes		ST				20th Century-Fox
National Lampoon's Movie Madness			TMC			MGM/UA
Never Say Never Again	HBO*	(ST)	(TMC)	(HTN)	(MAX)	Warner Bros.
Night In Heaven	(HBO)	ST*	(TMC)			20th Century-Fox
North to Alaska			(TMC)	(HTN)	MAX*	20th Century-Fox
Octupussy	HBO*	(ST)	(TMC)	(HTN)	(MAX)	MGM/UA
O'Hara's Wife		(ST)	TMC	(HTN)	(MAX)	Albacore
Oklahoma!	(HBO)	(ST)			MAX	S. Goldwyn
Oliver!				HTN*	MAX	Columbia
One Flew Over the Cuckoo's Nest		(ST)			MAX*	MGM/UA
One From the Heart		ST*	(TMC)			Zoetrope
Onion Field					MAX	Embassy
On The Town		ST				MGM/UA

CABLE STATS

Film	Pay Networks					Distributor
Other Side of Midnight	(HBO)	ST*				20th Century-Fox
Outsiders, The	(HBO)	ST*	(TMC)	(HTN)		Warner Bros.
Passionate Friends					MAX	Janus
Penitentiary			TMC			MGM/UA
Personals, The			TMC			Viacom
Piaf, The Early Years				HTN		20th Century-Fox
Pirates of Penzance, The		(ST)	TMC*	(HTN)		Universal
Princess and the Cabbie					MAX	TLF
Princess and the Pirate			TMC			S. Goldwyn
Pursuit of D.B. Cooper					MAX	Polygram
"Q"		ST				UFD
Race for the Yankee Zephyr			TMC	(HTN)		Hendale
Raffles		ST				S. Goldwyn
Raggedy Man	HBO	ST	(TMC)	(HTN)	(MAX)	Universal
Raiders of the Lost Ark	HBO*	(ST)	(TMC)	HTN*	(MAX)	Paramount
Rain People			TMC			Warner Bros.
Ratings Game, The			TMC			TMC
Return of Frank James			(TMC)		MAX*	20th Century-Fox
Risky Business	(HBO)	(ST)	(TMC)		MAX*	Warner Bros.
Ritz, The					MAX	Warner Bros.
Rose Marie		ST				MGM/UA
Run, Rebecca, Run		ST				Satori
Rutles, The			TMC			Fox/Lorber
Savannah Smiles	HBO*	ST	(TMC)	(HTN)		Embassy
Secret Life of Walter Mitty					MAX*	S. Goldwyn
Sex Games of the Very Rich		ST*				John Turrell
Silent Movie			TMC			20th Century-Fox
Silkwood	HBO*	ST	TMC		MAX	ABC Video
Sinbad and the Eye of the Tiger			TMC*			Columbia
Soldier, The			TMC*		(MAX)	Embassy
Somewhere In Time		(ST)	TMC	HTN*	(MAX)	Universal
Song of Bernadette				(HTN)	MAX	20th Century-Fox
Sounder				(TMC)	MAX	UPA
South Pacific			(TMC)		MAX*	S. Goldwyn
Spring Break	HBO					Columbia
State Fair				(HTN)	MAX*	20th Century-Fox
Staying Alive		(ST)	TMC*			Paramount
Sting II				HTN*		Universal
Straight Time			TMC		(MAX)	Warner Bros.
Superman III	HBO	(ST)	(TMC)	(HTN)	MAX	Warner Bros.
Survivors, The	(HBO)	(ST)	(TMC)		MAX	Columbia
Tender Mercies	HBO		(HTN)			AFD/EMI
10 to Midnight	HBO	(ST)			(MAX)	Viacom
Teresa		ST				MGM/UA
That Championship Season		ST			MAX	Viacom
There's No Business Like Show Business			(TMC)	(HTN)	MAX	20th Century-Fox
They Call Me Bruce?	(HBO)		(TMC)		MAX	Film Ventures
Those Lips, Those Eyes			TMC			MGM/UA
Threshold	HBO		(TMC)			20th Century-Fox
To Begin Again				HTN*		20th Century-Fox
To Be or Not To Be	HBO*	ST	TMC	HTN		20th Century-Fox
Tom Sawyer			TMC*			MGM/UA
To Race the Wind						Viacom
Trading Places		ST	(TMC)			Paramount
Treasure Island		ST				ST
Trial		ST				MGM/UA
Twilight Zone The Movie		(ST)		(HTN)	MAX	Warner Bros.
Two of a Kind		ST	TMC	HTN		20th Century-Fox
Up In Smoke			TMC*			Paramount
Vacation	HBO*		TMC		(MAX)	Warner Bros.
Valley Girl	HBO	(ST)			(MAX)	Atlantic
Visions of Christmas Past				HTN		Universal
Wargames	HBO*	(ST)	TMC*	(HTN)		MGM/UA
Wavelength	(HBO)		TMC*			New World
Wilma Rudolph Story, The				HTN		Columbia
Without a Trace		ST*		(HTN)		20th Century-Fox
You Light Up My Life				HTN		Columbia
Zapped!	HBO*		TMC			Embassy

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parenthesis indicate carriage in July, August, September, October, November and/or December.

- An asterisk indicates the film is a carry-over from July, August, September, October, November and/or December.

- In total, 214 films appear on the December schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months eight films have played on all five services, 15 films have played on four of the five services, 24 films on three services and 73 on two services. Ninety-four were unduplicated.

- The motion picture distributor with the most titles on pay TV this month is 20th Century-Fox with 28, followed by MGM/UA with 23 and Columbia with 18.

- *Trading Places*, with Dan Akroyd and Eddie Murphy, *Brothers* Christmas Special and Elton John's *Breaking Hearts Tour* are featured on the program guide cover of Showtime. *Two of a Kind* with John Travolta and Olivia Newton John is featured on Home Theater Network's program guide cover. *The Ratings Game, Silkwood, Great Moments* and Mel Brooks are featured on the program guide cover of The Movie Channel. HBO and Cinemax program guide covers were not available.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	246,799	(7/84)
2	Woodbury (Long Island), NY	Cablevision Systems	233,000	(7/84)
3	San Antonio, TX	Rogers Cablesystems	190,618	(7/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5	Houston, TX	Warner Amex Cable	184,500	(6/84)
6	Florida Division	ATC	179,800	(7/84)
7	East Orange, NJ	MacLean Hunter	163,527	(7/84)
8	Wayne, NJ	UA Cablesystems	130,300	(7/84)
9	Cincinnati, OH	Warner Amex	127,000	(7/84)
10	Englewood, CO	United Cable	118,245	(7/84)
11	Audubon, NJ	Independent	116,120	(7/84)
12	Tulsa, OK	United Cable	115,787	(6/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Baltimore County, MD	Comcast	107,900	(6/84)
15	Tidewater (Norfolk), VA	Cox Cable	106,262	(7/84)
16	San Juan, PR	Harris Cable	105,719	(6/84)
17	Erie County, NY	Prime Cable	104,970	(7/84)
18	Atlanta, GA	Prime Cabe	103,945	(7/84)
19	San Jose, CA	Gill Industries	102,700	(7/84)
20	Austin, TX	ATC	98,900	(12/83)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
*1	Tele-Communications	3,300,000	(10/84)
2	American Television and Communications	2,400,000	(5/84)
3	Group W Cable	2,007,000	(7/84)
4	Cox Cable Communications	1,515,423	(7/84)
5	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications	1,346,000	(10/84)
7	Times Mirror Cable Television	981,304	(6/84)
8	Continental Cablevision	896,000	(7/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	758,000	(6/84)
11	United Cable Television	679,000	(7/84)
12	Sammons Communications	594,000	(5/84)
13	Rogers Cablesystems	564,497	(7/84)
14	Cablevision Systems Development	532,000	(7/84)
15	Comcast Cable Communications	463,000	(7/84)
16	Telecable Corp	411,606	(6/84)
17	Heritage Communications	407,195	(7/84)
18	Jones Intercable	395,565	(7/84)
19	Capital Cities Cable	357,435	(7/84)
20	UA Cablesystems	346,000	(7/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition; last reported basic subscriber count for Tele-Media was 277,450 (12/83).

C4722-2

■ [illegible] Annual Western Show: The [illegible]

CableVision™

The news and features weekly of [illegible] December 17, 1984

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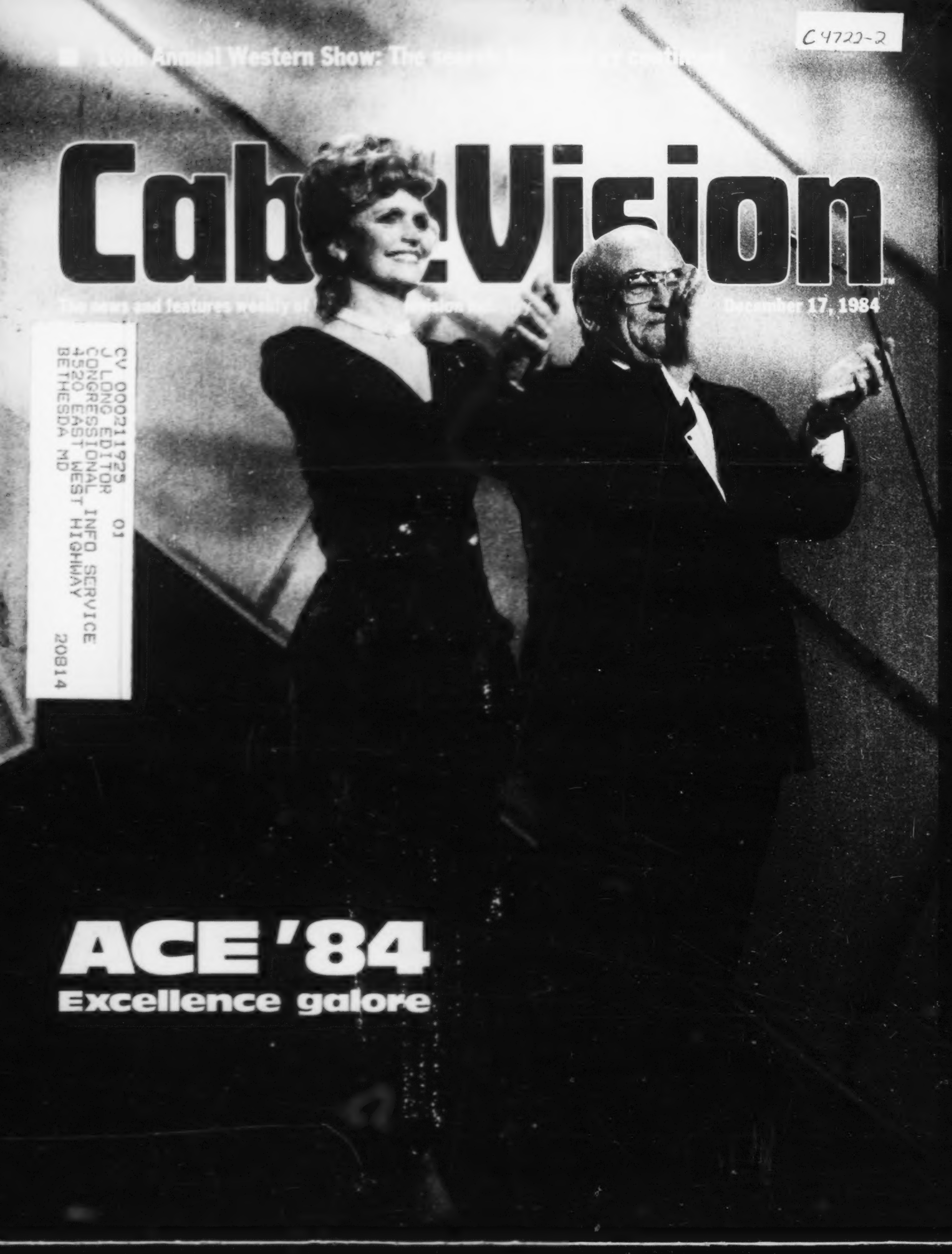

ACE '84
Excellence galore

Leading the week 9-20

Western Show

The California Cable Television Association's 16th Annual Western Show drew between 7,000 and 8,000 industry executives for an intensive round of discussions focused on the new regulatory environment and opportunities for cooperation in the pursuit of higher penetration and new revenue streams. Augmenting the search for efficiency was a burst of new product announcements by the industry's leading vendors and new initiatives by programmers toward cooperation with operators in advertising, marketing and the war against theft.

RHODA POLLACK

Comedian Richard Belzer does a hilarious impression of President Ronald Reagan at the Ace Awards ceremony at the Beverly Hills Theater in California Dec. 4.

Ace Awards

HBO triumphed at the 1984 Ace Awards ceremony Dec. 4, walking away with 11 trophies. Showtime took four awards and Arts & Entertainment, WTBS and Lifetime each accepted three at the black-tie soiree held at the Beverly Hills Theatre.

Showtime picks vendor

Showtime/The Movie Channel has chosen M/A-Com as its vendor for the encryption equipment it will use to scramble its satellite signals. The M/A-Com contract is valued at $5 million.

SIN
PAYS
ALAXY

RHODA POLLACK

Cable boosters express the upbeat mood at the Western Show Convention in Anaheim, Calif.

CCI campaign test

The Council for Cable Information reports encouraging results for the organization's public awareness campaign in three test markets, and American Television & Communications Corp. plans to ask all of its systems to tie into the campaign on the local level if the series is approved for national exposure.

Comsat abandons DBS

Comsat has abandoned its DBS plans and ended its talks with Prudential Insurance and UPE CEO Douglas Ruhe about merging Comsat's Satellite TV Corp. with United Satellite Communications. Meanwhile, Hughes Communications received FCC approval for its DBS plans, scheduled for launch in 1989, three years later than STC's launch was scheduled.

Dereg standards

The Federal Communications Commission has proposed "one possible approach" for the standard of effective competition for which local regulation of cable services would be removed in two years.

Parra to CTAM

The Cable Television Administration and Marketing Society has named Victor Parra as its new executive director. Parra's appointment reflects professional association experience critical to CTAM's future, according to CTAM President Ed Bennett.

Sections

Programming 28

Local origination programming has grown up, at least at Viacom Cablevision of San Francisco. What began as a response to FCC regulations has blossomed into an influential medium in this city with an aware and highly specialized audience. Associate Editor Louis Chunovic reports Robert DiMatteo gives the thumbs-up to Cinemax's *The Richard Belzer Show*.

Marketing/Advertising 32

TCI has pooled close to $4 million and is spearheading a promotion blitz involving eight basic cable networks. The campaign covers 350 TCI systems and is scheduled to run through Dec. 31, Associate Editor Cecilia Capuzzi reports. And *CableVision* looks at how ATC's Honolulu, Hawaii, system is paying for a promotion that effectively tells subscribers what *they're* paying for.

Business & Finance 36

Cable and pay TV's financial performance both in 1983 and over the last five years has won high marks from the investment banking firm of Veronis, Suhler & Associates. Associate Editor Sally Russell spells out the encouraging findings of a new report by that firm which indicate that cable is distinguishing itself from the rest of the communications industry when it comes down to the bottom line. And Don Barden seems to be making some headway in his overtures to the two losing bidders for the Detroit franchise.

Government & Law 43

In a Nov. 28 statement the Reagan Administration opened the doors to competitors to Intelsat, a worldwide satellite consortium. Washington, D.C. Bureau Chief Paul McCloskey details the tall task ahead for the FCC: to sort through the applications of would-be competitors and make some tough decisions. Los Angeles Bureau Chief Eric Taub also spells out how that city's new Department of Telecommunications is getting down to business in prompt fashion.

About the cover

Ed Asner and Lee Remick, co-hosts for the sixth annual presentation of the Awards for Cable Excellence, lead an ovation honoring the cable industry. Remick won an award for her performance in Arts & Entertainment's *I Do! I Do!*, and Asner was a nominee for Showtime's *A Case of Libel*. Photography by Rhoda Pollack. **See Leading the Week.**

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Cable, pay TV lead the pack in growth rate

NEW YORK—The cable and pay television industry has performed "superlatively" both in terms of growth over the last five years and in terms of overall financial performance in 1983. That's the conclusion reached by Veronis, Suhler & Associates, an investment banking firm, in a new report after analysts there studied financial records from 226 companies involved in 10 segments of the communications industry over the last five years.

The only sour notes for the cable and pay TV industry are in return on assets and in margin performances in 1983, the last year studied for the report. VS&A attributes those results to cable's high asset base and its rapid expansion in recent years.

For the latest edition of its Communications Industry Report, the New York-based investment banking concern looked in detail at the financial records of 30 companies involved in the cable and pay TV industry. The survey covered three types of firms: multiple system operators, cable programmers and what VS&H calls alternative distribution companies (STV and SMATV operators and specialty distributors who sell programming to airlines and hotels). VS&H excluded results from lines of business unrelated to cable or pay TV, such as Time Inc.'s publishing group.

The survey found that cable and pay TV led all other segments of the communications industry in compound annual growth over the last five years. Last year, cable's revenue growth rate was more than twice that of the next highest group, which was the advertising segment. In all other measures of growth last year, the cable segment ranked in the top three. Its operating margins were the second best in the communications industry, while its cash flow margins came out on top.

In the period from 1979 to 1983 cable and pay television companies achieved compound annual revenue growth of 45.1 percent, according to the report. VS&H notes that the communications industry segment began to show signs of maturation in 1983, when revenue growth slowed to what the report describes as the still extraordinary rate of 31 percent from the 50.6 percent rate of the previous year.

Operating income growth also slowed last year, from a rate of 51.4 percent in 1982 to a rate of 31.1 percent last year. However, over the five-year period, pre-tax operating income more than doubled, growing at a compound annual rate of 35.3 percent.

Assets more than tripled in the five-year period, while cash flow on a pro-forma basis nearly tripled. While assets grew at a compound annual rate of 45.5 percent, that growth slowed from 61.8 percent in 1980 to 18.6 percent in 1983. Cash flow averaged an increase of 39.5 percent each year, with growth slipping from 53.8 percent in 1982 to 32.3 percent in 1983.

Despite the growth in revenues and operating income, cable and pay TV companies saw their profit margins decline 25 percent over the five years which ended in 1983. Pre-tax operating margins settled out over the last four years in the 18 to 19 percent range, after dropping from 24.1 percent in 1979 to 19.4 percent the following year.

With cable system operation being such a highly capital intensive business, cable and pay TV companies had one of the lowest operating income returns on assets and the lowest asset turnover of any segment of the communications industry, according to the report. Pre-tax operating income return on assets was a mere 9.8 percent, while assets in 1983 turned over at a rate of only once every two years or .54 times a year last year.

With cable's appetite for fixed investment capital, VS&A found that the industry has massive depreciation and amortization streams which yield impressive cash flow when added back into operating income. According to the study, depreciation and amortization addbacks represent about half of cash flow for cable and pay TV companies.

Cash flow return on assets amounts to 17.6 percent, double operating income return on assets, while cash flow margins last year came to 32.5 percent, nearly double operating income margins. VS&A points out that cash flow margins held firmer than operating income margins, slipping only 15 percent from 1979 levels.

Some of the most interesting findings in the report come from the section where VS&A broke out companies within the cable and pay TV segment as growth or performance leaders. Concerns from all three portions of the industry were represented among the top

Cable & pay television 1979-1983 Segment operating data

(in millions)

	1979	1980	1981	1982	1983
Revenues	777.1	1,137.3	1,747.4	2,632.0	3,447.7
Pre-tax operating income	187.2	221.1	315.6	477.8	626.5
Assets	1,546.1	2,502.3	4,011.2	5,846.7	6.935.9
Pro-forma operating cash flow	296.1	378.0	551.4	847.8	1,121.9

Cable & pay television 1979-1983 Growth and performance measures

Segment rank in communications industry in ()

	Quantity used in measure			
Growth/performance measure	**Revenues**	**Pre-tax operating income**	**Assets**	**Pro-forms operating cash flow**
1979-83 Compound annual growth	45.1% (1)	35.3% (1)	45.5% (1)	39.5% (1)
1983 Growth	31.0% (1)	31.1% (3)	18.6% (2)	32.3% (2)
1983 Operating margins		18.2% (2)		32.5% (1)
1983 Margin index (1979 = 100)		75.0 (9)		85.0 (8)
1983 Return on assets		9.8% (9)		17.6% (7)
1983 Asset turnover			0.54 (10)	

three in revenue and operating income growth last year.

Financial News Network led the pack with a 457.1 percent jump in revenues last year. Graphic Scanning's STV operations came in second with a tripling of revenues, while MSO Scripps-Howard saw its revenues climb 148 percent in 1983.

In terms of operating income growth last year, MSO Selkirk came out on top with a 240 percent jump, while Wometco Enterprises' STV operations placed second with a 126.9 percent increase. Turner Broadcasting ranked third with a 96 percent growth in 1983 operating income.

Looking at five-year compound annual growth, Selkirk also led in the revenue category with a 157.1 percent jump in revenues averaged over the five-year period. Centel came in second with 83.1 percent, while Movie Systems Inc. placed third with 73.5 percent compound annual revenue growth. Cable and pay TV as a whole averaged 45.1 percent, while the communications industry averaged 12.9 percent.

However, Centel outperformed Selkirk in compound operating income growth with a 128 percent gain, with Wometco placing second with an 84.9 percent compound annual growth rate. Rogers Cablesystems took third with a 64.9 percent compound annual growth rate in operating income. The cable segment averaged 35.3 percent, while the industry achieved 11.6 percent.

Both Multimedia and Centel more than doubled their assets each year on average, with Multimedia scoring a 131 percent compound annual growth rate of assets and Centel coming in with a 100.6 percent compound annual increase. Cable and pay TV averaged 45.5 percent and the communications industry averaged 17.7 percent.

In terms of performance VS&A ranked TCA Cable on top, saying that MSO made the most efficient use of its assets last year. TCA achieved a 27.3 percent operating income return on assets and a 40.4 percent cash flow return on assets. Turner Broadcasting placed second with a 20.4 percent operating income return on assets, and Time Inc. came in third with 18.7 percent. The cable segment, meanwhile, achieved a 9.8 percent operating income return on assets, while the overall communications industry reached 18.2 percent. In the area of cash flow return on assets, Spectradyne placed second with 31.3 percent, above Turner Broadcasting, which achieved a 28.5 percent cash flow return on assets.

United Cable Television, TCA Cable and Rogers Cablesystems recorded the

November, 1984

Sold

Highland Beach Cable TV

Serving the city of Highland Beach, Florida.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

COMMUNICATIONS EQUITY ASSOCIATES

851 Lincoln Center
5401 W. Kennedy Blvd
Tampa, FL 33609 · 813/877-8844

This notice appears as a matter of record only.
October 1984

Sold:

Marquette Cablevision

Serving Marquette, surrounding towns & Munsing, Michigan.

Sale represents 16,400 basic subscribers.

Ted Taylor represented the sellers.

DANIELS & ASSOCIATES

2930 E. Third Avenue
Denver, Colorado 80206
303/321-7550

Financial Services to the Cable Communications Industry.

most impressive operating margins last year with 37.6 percent, 36.5 percent and 34.5 percent, respectively. The cable and pay segment averaged 18.2 percent, while the communications industry as a whole averaged 15 percent. The trio also brought more than half of the year's cash flow to the bottom line, with cash flow margins of 57.9 percent, 54 percent and 51 percent, respectively. That compares with 32.5 percent for the segment and 18.6 percent for the industry. Of the companies with programming operations, only Time Inc. placed in the top 10 in margins last year, coming in ninth in the category of operating income margins.

Wometco and Centel, leaders in compound annual growth rates for operating income and cash flow over the five years, also improved their margins over the period. Wometco tripled its 1983 margins over the 1979 levels, while Centel more than doubled its margins. Those two firms also raised their cash flow margins, with Wometco's climbing 90 percent and Centel's moving up 44 percent. TCA, Heritage and TCI also achieved improved operating income.

—Sally Russell

Detroit's Barden reaches an agreement in principle with City Communications

DETROIT—Detroit franchise award-winner Barden Cablevision last week appeared to be making some headway in efforts to clear away any potential lawsuits that could prevent or delay the completion of a final franchise agreement with the city of Detroit.

Company President Don Barden is currently in discussions with the two losing bidders, City Communications Inc. and Detroit Inner Unity Bell Cable Systems, about the possibility of involving those groups in the ownership of Detroit's cable system—or at least reimbursing them for the expenses they incurred in pursuing franchise bids there.

Barden said late last month he had reached an agreement in principle with CCI officials to reimburse the company for the money it spent pursuing the franchise. Barden would not discuss the amount of money involved, except to say it was in the hundreds of thousands of dollars. He added that negotiations concerning CCI taking a small ownership position in the Detroit system are still continuing, although he would not reveal the percentage of ownership being discussed. Officials from CCI were not available for comment by press time last week.

Meanwhile, Percy Sutton, vice chair-

October 1984

Morgan County Cablevision, Inc.
has been sold
to a Partnership formed by
Paradigm Communications, Inc.

Serving over 2,800 basic and 1,250 pay t.v. subscribers in Wartburg, Oakdale and Morgan County, Tennessee.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

COMMUNICATIONS
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ASSOCIATES

851 Lincoln Center
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

This notice appears as a matter of record only.
October 1984

Sold:

Texkan Communications

Serving several towns in South Texas and Kansas

Sale represents 5,900
basic subscribers.

Ted Taylor represented
the sellers.

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&ASSOCIATES

2930 E. Third Avenue
Denver, Colorado 80206
303/321-7550

Financial Services to the Cable Communications Industry.

Franchising calendar

This chart examines the franchise status of communities since September 1984.

Arizona

Gilbert—award to Masada Corp. 8/14/84 (3,000 homes).

California

Chino—preliminary award to Buena Vision (12,000 homes).
Claremont—Group W withdrew proposal (9,800 homes.)
Commerce—reached lease agreement with Falcon Communications 11/5/84 (3,000 homes).
Duarte—lease agreement reached with KTS Corp. for operation of city-owned system 8/15/84 (7,100 homes)
East Yolo—proposals from Cablevision, Sonics, Yolo Communications, and Federal Communications Inc. (10,000 homes).
La Puente—award to United Cable 11/28/84 (8,600 homes).
Los Altos—negotiating wih United Cable TV (9,000 homes).
Palo Alto—negotiating with Cable Communications Co-op of Palo Alto and City Cable Partners Inc. (23,000 homes).
Rosemead—soliciting franchise proposals (13,114 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes).
Yorba Linda—deadline extended for statements of interest (12,000 homes).

Delaware

Wilmington—negotiating with Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Florida

Fellsmere—award to Sci Ad 3/29/84 (1,500 homes).

Illinois

Chicago—Area I negotiating with Communications and Cable (300,000 homes); Area II award to Group W (217,000 homes); Area III award to Group W (193,000 homes); Area IV award to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V award to Continental Cablevision (188,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—reviewing proposals from Multimedia, Continental, and Metrovision Inc. (9,500 homes).
Naperville—proposals from Joyce Cable and Rite Cable (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—survey showed interest in cable insufficient to warrant franchise.
Woodbridge—terminated negotiations with Multimedia (260 homes).

Kentucky

Fulton—city plans to grant preliminary award to TCI (2,400 homes).

Maryland

Baltimore—negotiating with United Cable (302,000 homes).

Massachusetts

Belchertown—reissued RFP.
Belmont—municipal ownership approved by general court, issued RFP (2,760 homes).
Berkley, Dighton, Freetown—provisional license to Continental Cablevision.
Boxborough—awaiting amended applications from Nashoba and Adams-Russell (3,100 homes).
Cambridge—received proposals from American Cable Systems and two locally organized private concerns, Cambridge Cablevision Corp. and Cable Plus (43,000 homes).
East Bridgewater—preliminary award to Continental Cable 10/1/84 (2,500 homes).
Groton—received final proposals from United Cable and Nashoba Communications (2,000 homes).
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—temporarily suspended franchising process. (1,700 homes).
Marblehead—proposals received from Adams-Russell, Continental Cablevision, and Nashoba.
Medfield—preliminary award to Massachusetts Cablevision Systems 10/84 (3,400 homes).
Mendon—provisional license award to Massachusetts Cablevision Systems Inc. 8/84 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—awaiting response from Warner Amex (1,433 homes).
Sandwich—award to Campbell Communications (5,000 homes).
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes).
Shirley—provisional license granted to Nashoba Communications 10/29/84 (1,827 homes).
Southborough—provisional license to Greater Worcester Cablevision (2,000 homes).
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84 (1,600 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Homer Township—negotiating with Whitney Television (800 homes).
Lake Orion, Orion Township—award to Tribune United 11/84 (7,800 homes).
Westland—award to Continental Cablevision 2/84 (29,000 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Avon—award to WesTel Inc. 2/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dow-Sat of Minnesota 11/9/84 (973 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Bird Island—award to North American Communications Corp. 10/84 (566 homes).
Boyd—municipal ownership approved 1/84 (140 homes).
Cannon Falls—award to North American Cable Communications Corp. (1,060 homes).
Chanhassen, Carver County, and Hennepin County—award to Dowden Communications 1/5/84.
Claremont—award to WesTel Inc. 2/84 (225 homes).
Credit River—award to North American Communications Corp. 10/84 (880 homes).
Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).
Ellendale, Geneva—award to WesTel Inc. 3/84 (380 homes).
Elizabeth—award to M & E Cable TV 1/84 (90 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—award to Individual Satellite Systems 11/84 (400 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).
Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Kimball—award to WesTel Inc. 5/84 (250 homes).
LeCenter—award to WesTel Inc. 4/84 (825 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—award to Dow-Sat of Minnesota (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—award to Dow-Sat of Minnesota (481 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).
Murdock—award to Cavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Norwood, Young America, Hamburg—award to WesTel Inc. 5/84 (1,100 homes).
Onamia—award to WesTel Inc. 5/84 (300 homes).
Oslo—award to Oslo Cable 4/84 (170 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
Royalton—award to WesTel Inc. 4/84 (270 homes).
Sacred Heart—award to WesTel Inc. 4/84 (300 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—issued RFP (272 homes).
Shelly—award to Ada Cable Association 4/84 (130 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—preliminary award to WesTel Inc. (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove

Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).
Windom—city council approved municipal ownership 10/27/84 (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Pelham—award to Harron Communications 3/27/84 (2,500 homes).
Sandown—reviewing proposal from Harron Co. and Continental (800 homes).
Wolfeboro—award to Lakes Cablevision Corp. 1/18/84 (833 homes).

New Jersey

Jersey City—municipal ownership under consideration (40,000 homes).
Patterson—plans municipal ownership; waiting for city council approval; RFP issued (55,000 homes).

New York

Beekman—award to Dutchess County Cablevision Assoc. 3/13/84 (2,100 homes).
Mt. Upton—NewChannels denied award; future uncertain.
North Salem—negotiating with Community Cable Services (1,100 homes).
Norwich—terminated franchising process (100 homes).
Portland—Tribune Cable, Harborview, and U.S. Cable sent letters expressing interest. (150 homes).
Union Vale—award to Consolidated Communications Corp. 3/7/84 (775 homes).

North Carolina

Camden County—award to Cable East 5/7/84.
Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—Cable Commission voted for private ownership and is preparing RFP.
Lordstown—cable issue dropped after feasibility study.
Oberlin—preliminary award to Oberlin Cable Co-op (2,600 homes).

Oregon

Amity—award to Eagle Cable Systems Inc. 1/9/84 (800 homes).
Dunthorpe—no response to RFP.
Seattle—city is divided into four parts; Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.
Sylvan—evaluating proposal from Sylvan Cable Television.

Pennsylvania

Philadelphia—city is divided into four areas; Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island

Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—award to Bellevue Cablevision Inc.; appealed before Rhode Island Superior Court and Rhode Island Supreme Court (29,500 homes).

Texas

Azle—award to Teltran 4/3/84 (2,200 homes).

Virginia

Berryville/Clarke County—award to Berryville TV Cable Co. 4/17/84 (600 homes).
Manassas—issued RFP (5,510 homes).
Suffolk—award to Suffolk Cablevision 2/1/84 (16,697 homes).

Washington

Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/17/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Wyoming

Gillette—franchise renewal granted to Televents 4/18/84 (7,500 homes).

Source International Thomson Communications Inc.

USA
COACH
SBA

Mr. Bill, the animated clay figure that gained popularity on *Saturday Night Live*, can now be seen on USA Network's *Night Flight* each Friday and Saturday night.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 8-FG
2.	Los Angeles	City is divided into 14 areas (A-n); 11-OP, 3-UC
3.	Chicago	City is divided into five areas; Area I-FP, Areas II, III-OP, Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RPP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	OP/UC
16.	Atlanta	OP
17.	St. Louis	FG/FG
18.	Tampa/St. Petersburg	OP/OP
19.	Denver	OP
20.	Baltimore	FP
21.	Sacramento/ Stockton	OP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25.	Hartford/ New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	UC
30	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33	Providence/ New Bedford	OP/OP
34	Orlando/ Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/ Kalamazoo/ Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46	Charleston/ Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/ Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/ Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.

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CableVision™

The news and features weekly of the c

December 24, 1984

BLUEPRINT

1984

FOR PROGRESS

A EDITOR
CONGRESSIONAL INFO SERVICE
4520 EAST WEST HIGHWAY
BETHESDA MD 20814

The 16th annual Western Cable Show held Dec. 5-7 in Anaheim, Calif., included panel discussions on a variety of subjects. Turn to pages 19-25 for Western Show reports.

Leading the week 9-11

12-12-12 plan ready

The Federal Communications Commission is ready to adopt a plan that would allow media companies to own as many as 12 television stations as long as the audience reach of the properties does not exceed 25 percent of the national television viewing audience.

TBS offering sold out

Turner Broadcasting System has sold out its $200 million public offering of debt, common stock and warrants after increasing the size of the proposed offering from $125 million.

Sporting in L.A.

Daniels & Associates has teamed with SportsChannel to initiate a long-planned regional sports service for the Los Angeles area and Metromedia has formed a cable programming division whose first project will be a package of 20 Dodger games to be marketed next year.

CCI campaign is on

The Council for Cable Information will launch its $6 million cable image-building campaign in February 1985. The group's board of directors gave a unanimous go-ahead for the launch in the wake of the campaign's positive test results in four markets.

DMN wants cable

Postponing its launch by a month, Discovery Music Network will make a new effort for cable systems following Western Show response to Holophonics, a revolutionary audio technique the service will utilize on a full-time basis.

Western Show report

See stories, pages 19-25

Advertising management

Members of a Western Show discussion panel agreed MSOs must play some role in the advertising sales operations of their franchises, but went their separate ways in defining the parameters of that role.

Lifetime blossoms

Lifetime has scheduled a $20 million investment in new programming to premiere Jan. 16 with five hour-long weeknight series at the heart of the service's new evening schedule.

Cable bill assessment

According to panelists at the Western Show who were invited to discuss the ins and outs of the new federal cable legislation, operators can expect both good and bad from the bill: some financial gains, but also a continuation of trips to federal district courts.

Advice for entrepreneurs

Cable executives have widely varying opinions on the matter of investing in systems and budding MSOs. *CableVision* Editor Victoria Gits sets forth the advice that three players shared with Western Show attendees.

The impact of VCRs

With all the ominous talk of the impact of videocassette recorders, some Western Show panelists surprised those on hand by turning the tables and voicing the positive side of the VCR boom. Associate Editor Sally Russell provides the details.

Pay-per-view prophets

Operators who have experimented with ongoing pay-per-view projects say they are pleased with the results and optimistic about their prospects for success. That's the word Associate Editor Sally Russell brings from the Western Show.

About the cover

Kicking off the Western Cable Show in Anaheim, Calif., was a panel of accomplished executives including: Jack Clifford, chairman of Colony Communications Inc.; Neil Austrian, chairman and CEO of Showtime/The Movie Channel; and Mel Harris, president of Paramount Video. Photograph by Rhoda Pollack.

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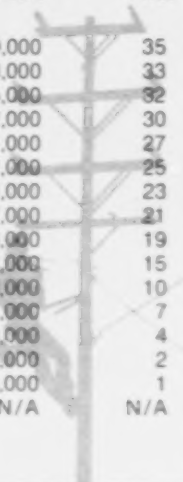
CABLE STATS

Cable Industry Growth Chart



YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Country Coast-to-Coast	3
C-SPAN	19
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Keyfax National Teletext Magazine	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Broadcasting Network (United Video/audio service)	3
The Movie Channel (East)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
New England Sports Network	13
Nice and Easy (audio service)	8
Nickelodeon	1
Professional Education Network	16
PTL	2
Reuter Monitor Service	18
Reuter News-View	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
*SPN	6
Sports Time Cable Network	4
Sportstracker	3
Star Ship Stereo	6, 8
UPI Cable News (text)	3
UPI Customized Cable News (text)	6
USA Cable Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	2
Biznet (Viacom)	15
Bravo (ESPN)	2
In-Touch	3
National Christian Network	7
Pacific Cable Network	24
Playboy Channel	4
Santa Fe Communications	23
Satellite Jazz Network, KKGO-FM	17
SCAN	3
The Silent Network	16
SportsVision	9
Star Ship Stereo	3
Trinity Broadcasting Network	17
WPIX	19

Westar III (Western Union)	**Transponder**
AP Newscable	1
AP News Plus	1
Brightstar International	21H
CNN (Cable News Network)	5H
HSC-TV/The BAMC Hour	23H
The Independent News (TIN)	21H
Occasional Transmissions	21H, 23H

Westar IV (Western Union)	**Transponder**
ABC Contract Channel	20V
Atlantic City Horse Racing	18V
Cable News Network (CNN)	16V
Catholic Telecommunications Network of America	11H
Music Magazine	19H
Mutual Radio Network	1, 2
National Public Radio	2
Occasional Transmissions	10V, 21V
Public Broadcasting System	15H, 17H, 21H, 23H
Texas State Network	2
World of Faith Satellite Network	18V

Westar V (Western Union)	**Transponder**
Arts & Entertainment	23H
CBS Contract Channel	7H
Fantasy Unrestricted Network (FUN)	24V
The HiLife Channel	20V
The Meadows Racing Network	22V
The Nashville Network	17H
Penn National Racing	15H
The Pleasure Channel	22V
Pro-Am Sports System (PASS)	14V
Sports Time Cable Network	21H
Sportsvue Network	8V
The University Network	2V

* As of Jan. 1, 1985

Note: A company name in parentheses following a service or network designates the transponder owner.

Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
*1	Tele-Communications Inc	3,300,000	(10/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	2,013,000	(10/84)
4	Cox Cable Communications	1,540,533	(10/84)
5	Storer Cable Communications	1,459,000	(10/84)
6	Warner Amex Cable Communications	1,230,000	(10/84)
7	Times Mirror Cable Television	993,789	(11/84)
8	Continental Cablevision	939,000	(10/84)
9	Newhouse Broadcasting	873,198	(11/84)
10	Viacom Cablevision	795,000	(10/84)
11	UA Cablesystems Corp	694,225	(11/84)
12	United Cable Television	679,572	(10/84)
13	Sammons Communications	649,000	(11/84)
14	Rogers Cablesystems	588,604	(10/84)
15	Cablevision Systems Development	560,000	(10/84)
16	Comcast Cable Communications	472,512	(11/84)
17	Heritage Communications	433,748	(10/84)
18	Telecable Corp	427,885	(11/84)
19	Jones Intercable	406,401	(10/84)
20	Capital Cities	365,000	(11/84)
21	Wometco Cable TV	300,430	(11/84)
22	Century Communications	285,000	(7/84)
23	Prime Cable	275,158	(10/84)
24	Daniels and Associates	269,139	(11/84)
25	Multimedia Cablevision	262,048	(11/84)
26	TCA Group	257,150	(10/84)
27	Centel Cable Television	256,394	(11/84)
28	American Cablesystems Corp	243,066	(10/84)
29	MacLean Hunter Cable TV	237,900	(10/84)
30	Cable Vision Industries	233,535	(10/84)
31	McCaw Communications	224,000	(10/84)
32	Scripps-Howard	210,225	(10/84)
33	Colony Communications	193,209	(10/84)
34	Adelphia Communications	191,286	(11/84)
35	Service Electric Cable TV	189,500	(12/84)
36	Rollins Cablevue	185,800	(10/84)
37	Tribune Cable Communications	180,268	(11/84)
38	Communications Service	179,000	(12/84)
39	Cablentertainment	174,067	(10/84)
40	Buckeye Cablevision	169,623	(11/84)
41	Western Communications	151,354	(11/84)
42	Harte Hanks Communications	136,050	(10/84)
43	McDonald Group	139,585	(6/83)
44	Adams-Russell Communications	137,084	(11/84)
45	Harron Communications	132,644	(10/84)
46	Midcontinent Cable Systems Co	128,180	(10/84)
47	Falcon Communications	120,575	(10/84)
48	Sutton Capital Group	119,895	(9/84)
49	Midwest Video Corp	118,102	(9/83)
50	Harris Cable Corp	112,895	(10/84)
51	Televents	112,500	(11/84)
52	Armstrong Utilities	107,846	(10/84)
53	Communications Systems Inc	94,655	(4/84)
54	Multi-Channel TV Cable	94,334	(10/84)
55	Greater Media	93,300	(11/84)
56	Summit Communications	92,821	(10/84)
57	Lenfest Group	92,763	(10/84)
58	McClatchy Newspapers	83,447	(10/84)
59	King Videocable Co	82,772	(10/84)
60	Perry Cable TV	82,201	(11/84)
61	The Essex Group	80,556	(10/84)
62	U.S. Cable Corp	80,000	(10/84)
63	WEHCO Video	76,862	(11/84)
64	Acton Corp	74,245	(10/84)
65	Palmer Communications	74,041	(11/84)
66	Omega Communications	74,000	(10/84)
67	Wabash Cablevision	68,752	(11/84)
68	Susquehanna Broadcasting	68,560	(10/84)
69	Booth Communications	67,360	(10/84)
70	Cable Management Associates	64,628	(11/84)
71	Sonic Cable TV	64,522	(7/84)
72	Pencor Services	62,014	(10/84)
73	Omni Cable TV	59,578	(11/84)
74	Selkirk Communications	56,007	(11/84)
75	Marsh Media	55,480	(10/84)
76	National Telecommunications	51,300	(11/84)
77	Simmons Communications	48,366	(10/84)
78	Wisconsin Cablevision and Radio	48,123	(11/84)
79	United Video Management	47,679	(8/84)
80	First Carolina Communications	45,600	(11/84)
81	Joseph Gans Cable TV	42,803	(10/84)
82	Helicon	42,613	(10/84)
83	Chambers Communications	42,380	(10/84)
84	Cencom Cable Associates	42,022	(11/84)
85	Matrix Enterprises	41,974	(10/84)
86	Whitney Communications	41,650	(10/84)
87	Donrey Cablevision	41,209	(11/84)
88	Masada Corp	40,000	(11/84)
89	New England Cablevision	37,198	(11/84)
90	Marcus Communications	37,163	(10/84)
91	Combined Cable Corp	36,200	(11/84)
92	Multivision Group	35,398	(10/84)
93	Cable Holdings	33,711	6/84
94	Star CATV Investment	33,449	(11/84)
95	The Daily Press	30,378	(10/84)
96	Northland Communications	37,000	(11/84)
97	United Broadcasting	30,000	(3/84)
98	Mid American Media	28,523	(11/84)
99	Teltron Inc	27,147	(11/84)
100	The Karnack Corp	26,427	(7/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition; last reported basic subscriber count for Tele-Media was 277,450 (12/83).

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	248,883	(10/84)
2	Woodbury (Long Island), NY	Cablevision Systems	235,000	(10/84)
3	San Antonio, TX	Rogers Cablesystems	200,459	(10/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5	Houston, TX	Warner Amex Cable	180,000	(10/84)
6	Florida Division	ATC	179,800	(12/83)
7	East Orange, NJ	MacLean Hunter	166,923	(10/84)
8	Wayne, NJ	UA Cablesystems	134,000	(11/84)
9	Cincinnati, OH	Warner Amex Cable	126,000	(10/84)
10	Tulsa, OK	United Cable	117,679	(10/84)
11	Audubon, NJ	Independent	117,591	(10/84)
12	Atlanta, GA	Prime Cable	117,416	(11/84)
13	Baltimore County, MD	Comcast	112,000	(10/84)
14	Tidewater (Norfolk), VA	Cox Cable	110,278	(10/84)
15	Rochester, NY	ATC	108,600	(12/83)
16	Erie County, NY	Prime Cable	107,500	(11/84)
17	San Jose, CA	Gill Industries	106,000	(11/84)
18	Jacksonville, FL	Continental	100,000	(9/84)
19	Englewood, CO	United Cable	99,164	(10/84)
20	Austin, TX	ATC	98,900	(12/83)
21	Toledo, OH	Buckeye Cablevision	97,669	(11/84)
22	San Juan, PR	Harris Cable	97,512	(10/84)
23	Honolulu, HI	ATC	97,100	(12/83)
24	Central Islip (Long Island), NY	Viacom Cablevision	97,000	(10/84)
25	Seattle, WA	Group W Cable	96,260	(10/84)
26	Manhattan, NY	Group W Cable	95,750	(11/84)
27	Memphis, TN	ATC	94,300	(12/83)
28	Jefferson Parish/Kenner, LA	Cox Cable	93,059	(10/84)
29	San Francisco, CA	Viacom Cablevision	89,000	(10/84)
30	Wilmington, DE	Rollins	84,000	(10/84)
31	Grand Rapids, MI	General Electric	82,468	(11/84)
32	Dallas, TX	Warner Amex Cable	82,000	(10/84)
33	Wichita, KS	Multimedia Cablevision	81,399	(11/84)
34	Seattle, WA	Viacom Cablevision	81,300	(10/84)
35	San Diego, CA	ATC	78,900	(12/83)
36	Phoenix, AZ	Times Mirror	76,785	(11/84)
37	New Orleans, LA	Cox Cable	74,647	(10/84)
38	Boston, MA	Cablevision	73,000	(10/84)
39	Pittsburgh, PA	TCI	73,000	(10/84)
40	Pompano Beach, FL	American Cablesystems	72,000	(10/84)
41	Richmond/Henrico County, VA	Continental Cable	71,900	(11/84)
42	Flint, MI	Comcast	71,000	(10/84)
43	Broward County, FL	Storer	69,932	(10/84)
44	Tacoma, WA	Independent	69,725	(12/84)
45	South Texas, TX	Heritage	67,207	(10/84)
46	South Bend, IN	Heritage	67,120	(10/84)
47	Clearwater, FL	Newhouse	67,000	(11/84)
48	Santa Monica, CA	Group W Cable	66,543	(11/84)
49	Omaha, NE	Cox Cable	66,444	(10/84)
50	Louisville, KY	Times Mirror	66,427	(11/84)
51	Cleveland Heights, OH	Viacom	66,000	(10/84)
52	Baton Rouge, LA	Daniels & Associates	65,296	(11/84)
53	Jefferson County, KY	Storer	65,260	(10/84)
54	Charlotte, NC	ATC	64,600	(12/83)
55	Indianapolis, IN	Wabash Cablevision	64,267	(11/84)
56	Nashville, TN	Viacom	64,000	(10/84)
57	Buffalo, NY	TCI	63,220	(11/84)
58	Columbus, OH	Warner Amex Cable	62,000	(10/84)
59	Boston Complex (Malden), MA	Warner Amex Cable	61,264	(11/84)
60	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,000	(10/84)
61	Allentown, PA	Service Electric Cable	60,000	(1/84)
62	Santa Barbara, CA	Cox Cable	59,949	(10/84)
63	Akron, OH	Warner Amex Cable	59,923	(11/84)
64	Syracuse Suburbs, NY	New Channels	59,842	(11/84)
65	St. Petersburg, FL	Group W Cable	59,809	(10/84)
66	Monterey, CA	Western	59,315	(11/84)
67	Kansas City, MO	ATC	59,100	(12/84)
68	El Paso, TX	Group W Cable	58,661	(10/84)
69	Snohomish County, WA	Viacom	58,600	(10/84)
70	Hartford, CT	Times Mirror	58,378	(11/84)
71	Harrisburg, PA	Sammons Communications	58,000	(11/84)
72	Las Vegas, NV	Times Mirror	57,363	(11/84)
73	Sarasota, FL	Storer	56,985	(10/84)
74	New Britain, CT	United Cable	56,893	(10/84)
75	Worcester (Leicester), MA	Greater Media	56,227	(11/84)
76	Des Moines, IA	Heritage	56,196	(10/84)
77	Bridgeport, CT	Cablevision Systems/ Scripps-Howard	56,000	(10/84)
78	Columbus, OH	Coaxial Communications	55,712	(11/84)
79	Madison, WI	Midcontinent Cable/TCI	55,389	(10/84)
80	New Haven, CT	Storer	55,385	(10/84)
81	Allentown, PA	Independent	55,000	(10/84)
82	Binghamton, NY	New Channels	54,920	(11/84)
83	Albany, GA	Storer	54,870	(10/84)
84	Mt. Prospect, IL	Cablenet	54,710	(11/84)
85	Port Arthur, TX	TCI	54,000	(11/84)
86	Westchester County (New Rochelle), NY	UA Cablesystems	54,000	(11/84)
87	Los Angeles, CA	Falcon Communications	53,500	(10/84)
88	Charleston, SC	Storer	53,445	(10/84)
89	Lexington, KY	Telecable	53,228	(11/84)
90	Escondido/San Diego, CA	Times Mirror	52,845	(11/84)
91	Canton, OH	Warner Amex Cable	52,098	(11/84)
92	Albuquerque, NM	Tribune Cable	51,885	(11/84)
93	San Rafael/Marin County, CA	Viacom	51,600	(10/84)
94	Shreveport, LA	ATC	51,400	(12/83)
95	Winston-Salem, NC	ATC	50,833	(10/84)
96	Jackson, MS	ATC	50,700	(12/83)
97	Birmingham, AL	ATC	50,000	(12/84)
98	Reading, PA	ATC	50,000	(12/83)
99	Oklahoma City, OK	Cox Cable	48,950	(10/84)
100	Moline, IL	Cox Cable	48,125	(10/84)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

C4722-2A

- TCI sets Chicago deals
- HBO shifts to local ad focus
- Down to the wire in Sacramento
- Industry execs tout cable prospects

CableVision

The news and features weekly of the cable television industry

December 31, 1984

J LONG EDITOR
CONGRESSIONAL INFO SERVICE
4520 EAST WEST HIGHWAY
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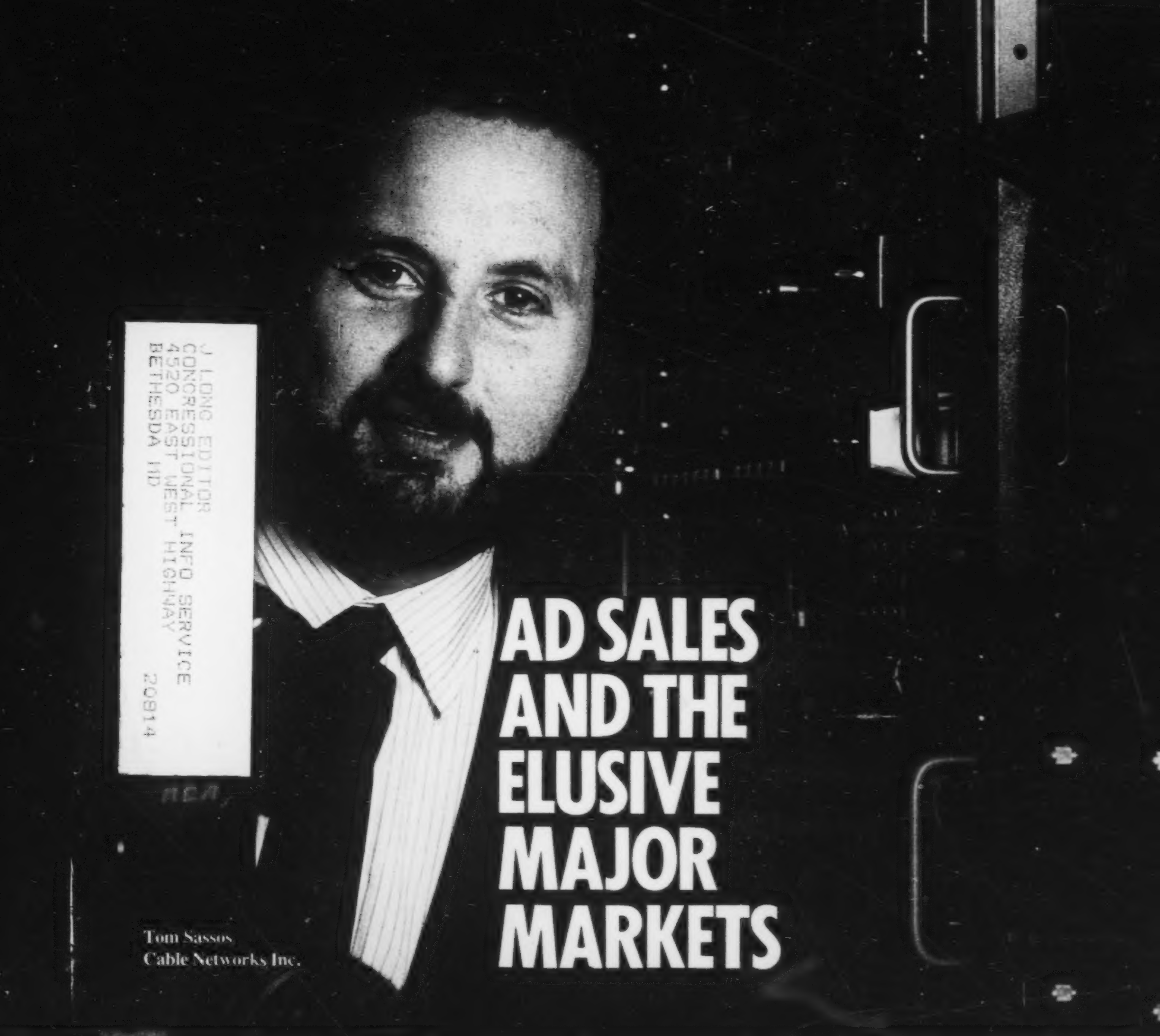


AD SALES AND THE ELUSIVE MAJOR MARKETS

Tom Sassos
Cable Networks Inc.

Leading the week 9-13

Chicago terms

Tele-Communications Inc.'s Communications of Chicago is awaiting approval from Chicago's City Council and Mayor Harold Washington of terms for Franchise Area I that would be more favorable than those in the city's other four franchise areas. If approved, city officials say many of the terms would be offered to the city's other franchisees, two of which TCI also has an interest in.

HBO goes local

Home Box Office will move toward a more localized promotional effort in its 1985 advertising campaign and will use a subscriber acquisition strategy instead of focusing on changing consumer attitudes, according to Matt Blank, HBO senior vice president of consumer marketing.

Sacramento delays

The future of Sacramento's cable franchise hangs in the balance as Cablevision of Sacramento faces contract deadlines and funding dilemmas. Charles Dolan, 47.5 percent owner of the system, has not yet raised the $34 million in equity required by his partnership agreement with Scripps-Howard Cable Co., also a 47.5 percent owner. Both parties are exploring "alternatives."

FCC adopts 12

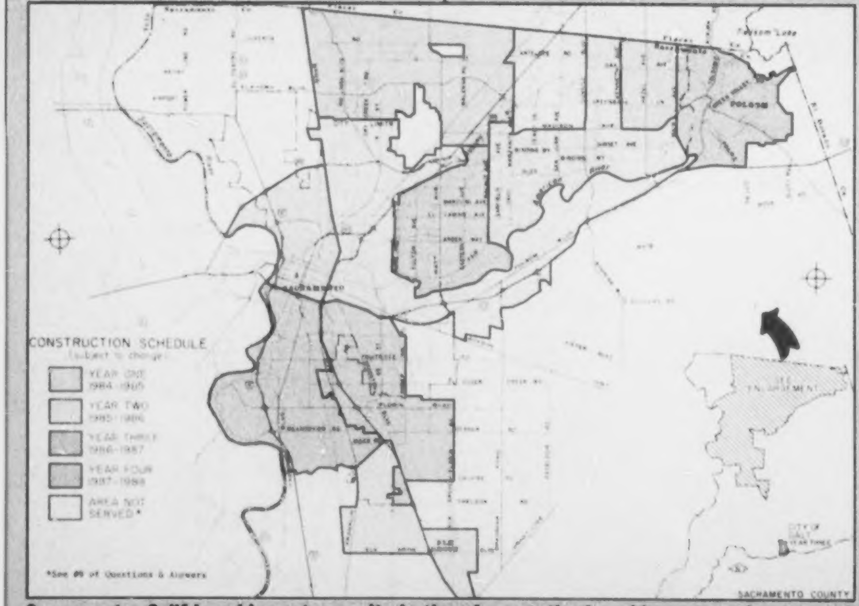
The Federal Communications Commission has adopted a plan by which television owners may purchase up to 12 television stations, providing the combined audience reach of the outlets does not exceed 25 percent of the total U.S. television households. The decision also included provisions permitting owners represented by a majority minority interest to own up to 14 stations if not more than 30 percent of U.S. television households are covered.

Nick's new feed

Nickelodeon will inaugurate a separate programming feed for its Pacific time zone affiliates on Jan. 1 following an agreement between Nickelodeon's parent, MTV Networks, and RCA Americom for the leasing of a transponder for the service.

NY area to link up

Cable Networks Inc. parent 3M Co. will start operating the Metropolitan Transmission Center, a microwave interconnect linking New York area systems, sometime next February.



Sacramento, Calif.'s cable system waits in the wings as the franchisee struggles to meet deadlines and funding requirements.

Sections

Business 26

"The future never looked better" and "the golden age of cable television is about to arrive" were two of the optimistic comments made by cable industry executives during a recent "Outlook on the Media" conference sponsored by Paine Webber and held in New York. Financial analysts and other audience members were given a bright picture of cable's present state and future prospects, especially in light of the recently passed cable legislation. Associate Editor Cecilia Capuzzi reports.

LARRY BARNS

About the cover

Cable Networks Inc. Vice President and General Manager Tom Sassos stands by the headend for CNI's microwave interconnect to be used to provide services for the company's New York soft interconnect. See stories in *PLUS*, pages 20-25, and *Leading the Week*, pages 9-13. Photography by Larry Barns.

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BEST AVAILABLE COPY

Ad sales & interconnects

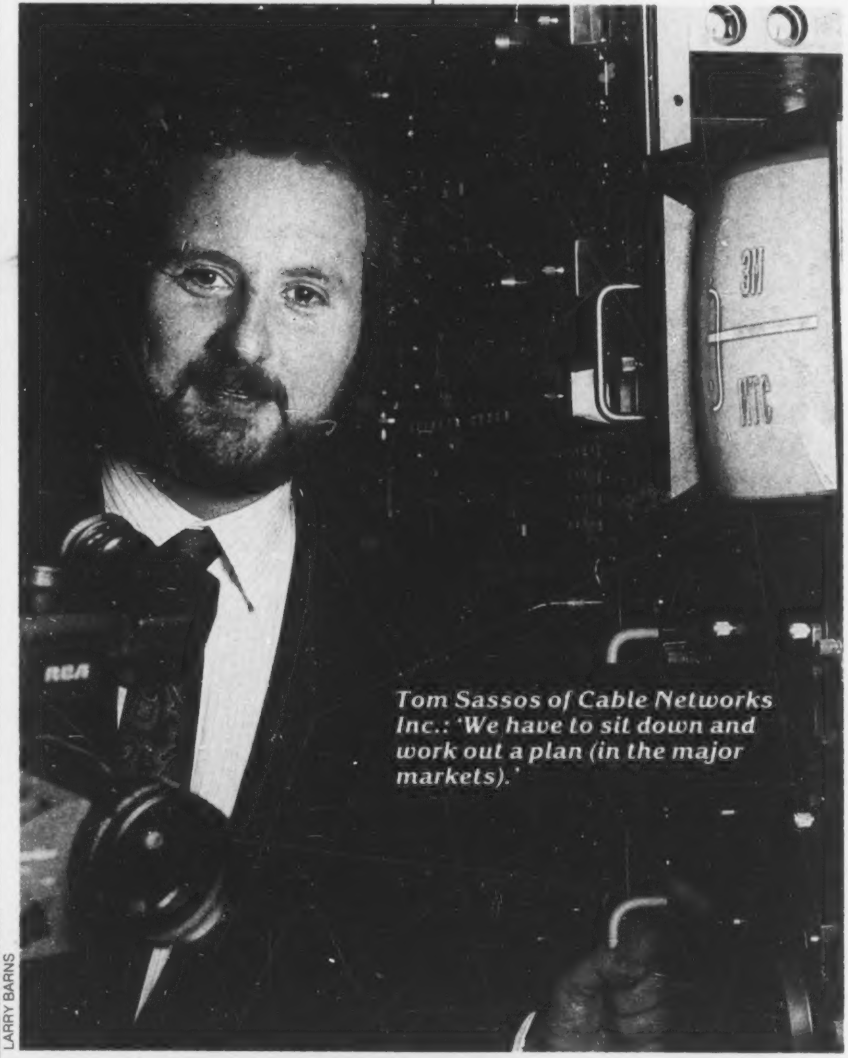
Getting the gravy train on track

According to one national rep firm, by concentrating its efforts in the top 20 markets, it will better its chances of cashing in on the long-awaited advertising potential of cable television.

By Cecilia Capuzzi

Cable is an ideal medium for spot television advertising. It's ability to target specific demographic groups and geographic areas makes it efficient for advertisers, especially local and regional advertisers, looking for ways to get around the waste that often results from broadcast buys.

But the cable advertising sales business has yet to get completely on track. To achieve its potential, many experts warn, system operators must make changes in approach and self-perception—and overcome their general reluctance to interconnect and cooperate with each other on a regional level.


Tom Sassos of Cable Networks Inc.: 'We have to sit down and work out a plan (in the major markets).'

LARRY BARNS

Cable's ad sales climate, slowly changing over the past several years, has reached a certain degree of maturity. As Bob Williams, president of New England Cable Rep pointed out, operators in a growing number of markets are realizing that if they unite their ad sales efforts with other operators in the same market, they can become significant national advertising entities.

That day is still a ways off, however. The cable industry has to overcome certain problems before it realizes its advertising potential, according to a sampling of cable reps. And reps, gearing up to position themselves as the means by which cable systems can realize at least their regional and national advertising potential, are closely examining the state of the industry and its rate of growth, before defining their actual role.

Cable Networks Inc., a national rep firm which is a subsidiary of the 3M Co., recently prepared a study to examine the state of cable advertising and the risks and benefits to its entry into the business.

Based on CNI's findings, Tom Sassos, CNI vice president and general manager, said the company had established three primary goals the industry must achieve if regional and national advertising efforts are to be successful: Systems in each of the top 20 to 25 markets must be interconnected; the cable industry must have access to quality local market research; and operators must develop and use standard affidavit and invoice forms to clean up the cable advertising "housekeeping" nightmare.

CNI's report states: "National spot sales will be a business only when markets are assembled," and this, while simply stated, is no simple task, according to Sassos and others. The CNI report indicates that of the top 20 markets, only 10 are interconnected. Two of these, Chicago and San Francisco, are hard interconnects; the others are soft interconnects.

"One of the biggest problems is. . . (getting) the MSOs to sit down in the major markets. . . . But we have to sit down and work out a plan to determine how to structure these markets," Sassos said.

Williams agreed. He said it is important that systems be organized within a market if national advertising sales are to become a significant part of cable's business: "Most markets are not interconnected into a viable national marketplace," he said. "Operators have to get together with themselves first."

Cable operators' reluctance to team up in this business development area is the result of several factors. According to Sassos, operators within a marketplace fear that if they consolidate efforts with other systems in the region, one system will emerge as dominant, resulting in a loss of control over a potentially lucrative part of their business.

CNI's report outlines four other impediments to the growth of such interconnects.

- ■ Operators fear losing control over their inventory and object to having to split with a third party profits from the sale of their avails.
- ■ Operators also fear "lining another operator's pockets," as the report states.
- ■ Operators actively involved in local ad sales do not see a need to "give inventory away to an interconnect."
- ■ Many operators believe they can get higher rates from local retailers, according to the CNI report.

Wayne Bullock, president of Cable AdNet East, a local and regional rep firm located near Philadelphia, said system operators are "skeptical" about running advertising which is placed and often produced by a third party. Operators want to know 'Will (the ads) jeopardize my subscriber base? Are you going to be able to run those ads without turning off my subscribers?' " Bullock said. "Ninety-eight percent of their revenue is coming from subscribers. Their biggest concern is the quality (of the commercial) product and (the rep's) insertion capability."

When CNI first entered the cable ad sales arena, it had intended on building its power base through cable ad sales representation in key markets, according to the report. Key markets were defined as those that are "large in size," with at least 25 percent cable penetration and an "existing interconnect or good prospects for interconnection," the report stated.

The rationale, according to the report, was that this approach would lead to a "more intelligent growth," of the business and would give cable credibility in agency executives' eyes. Sales-call costs also would be kept in line.

CNI has since updated its strategy, the report states. It will also attempt representation in smaller markets around its sales offices in a "spoke strategy."

According to information in the report, concentrating efforts in the top 20 markets would appear to give the rep firm its best chance of hitting the largest percentage of spot business potential. Almost half (48 percent) of national spot billing is represented in these markets, and unless these markets are developed, the report states, "the business just won't grow."

The job of coordinating the top 20 markets, however, is more difficult than it appears to be. For example, as the CNI report states, "Even if the industry were to obtain the support of all of the top 15 MSOs, only 45 percent of the subscribers (in those markets) would be brought into the fold."

The report goes on to state that "even where interconnects are in place, a major piece of this market is missing." For example, in Chicago's interconnect the top 15 MSOs' share of subscribers represented in the interconnect is only 34 percent; in Atlanta it is only 5 percent. Coordinating these market interconnects will take more planning and more cooperation from a large and varied number of MSOs. In the meantime, as the report states, "There is nothing for CNI or any other company to sell in 10 of the top 20 markets."

CNI's updated "spoke" concept has served the company well. It recently entered into an agreement with American Television and

How big is the marketplace?

Annual dollar sales (in millions)

	1975	1979	1983	1984 Est.
Spot television				
National	$1,623	$2,873	$4,820	$5,300
Local	$1,334	$2,682	$4,285	$4,715
Total	$2,957	$5,555	$9,105	$10,015
Spot cable	—	—	$50	$80
Share of television			.5%	.8%

Basic Cable Share of Viewing (1st Half 1984) 10-13%

Source: FCC, Paul Kagan, A.C. Nielsen
Compiled by Cable Networks Inc. Research

Can markets be assembled into interconnects?

	National Spot Billings (in millions)	Cumulative (in millions)	% of Total
Markets 1-10	$1587.0	$1,587.0	33
11-20	$ 703.0	$2290.0	48
21-30	$ 415.0	$2705.0	56
31-40	$ 233.0	$2938.0	61
41-50	$ 193.0	$3131.0	65

Compiled by Cable Networks Inc. Research

Communications in which it will represent all ATC systems in the markets where the rep firm has offices.

According to Larry Howe, ATC vice president, CNI has "learned a lot" in the past months. The rep firm, added Allan Eisenberg, ATC corporate manager of advertising sales, originally had a "top 25 market mentality," an approach that did not serve ATC well in the past since many of its systems were located outside of the top markets.

Both Howe and Eisenberg have come to view an interconnected market as essential for the viability of national advertising sales and see a rep firm playing a valuable part. They are less certain about what role a third party should play in coordinating local and regional ad sales. Commented Howe: "The role of a third party (in local and regional sales) in my guess. . . is not a long-term role. . . . Why do we need someone taking (revenue) off the top (of our profits)?. . . . That's their challenge. . . . They're up against systems in the market who can (interconnect) themselves. I can guarantee you I don't want anyone taking (local and regional sales) off our hands."

He added, however, that there is "clearly a role for the national rep" and that he is "deeply concerned that someone create that business."

In recognizing the future importance of interconnecting for ad sales, ATC has adopted a "clustering philosophy," according to Eisenberg. The MSO has been concentrating its acquisition efforts on the purchase of systems contiguous to its existing ones.

One aspect of the business of cable advertising sales is clear, however. Basic cable is not commanding the advertising rates or annual advertising dollars it should based on its share of the viewing market. According to CNI's report, "Basic cable has 10 to 13 percent of all viewing in 40 percent of the U.S. —or 4 or 5 percent of all national viewing." Despite cable's share it will receive only 0.85 percent of all spot television dollars in 1984, up from 0.5 percent in 1983. Or, as Howe sees it: "National advertisers are getting two times what they should be for the (rates they pay cable). They're demanding that discount and they're getting it because the market's undersold. . . . Once cable establishes its value the pricing will become more rationalized."

CNI in its report projects that by 1988, cable operators will receive their "fair share" of advertising revenue—8 percent of spot dollars, or $21.09 in revenue per subscriber, based on a 16 percent share of viewing. (This represents an annual growth rate of 75 percent, CNI reports.)

But for cable to command this "fair share," it must first create the cooperative environment that permits rates to rise to maximum levels. CNI believes cable advertising sales growth hinges on two major and some lesser issues. Using its New York interconnect and MTV as an example, the firm illustrates one of these problems in its report.

CNI's New York interconnect reaches 1 million subscribers, charges $300 for a 30-second MTV spot it has sold and takes 50 percent (or $150) for its commission. Viacom of Long Island, as one of the systems in the interconnect, would be entitled to 5 percent of the sale, or $7.50.

If Viacom sold a 30-second MTV spot itself to a local retailer, it would charge about $50. The commercial would reach 50,000 of its tiered subscribers; it would not have to share revenue from the sale with a third party or with other systems in the interconnect. To the extent that individual systems take advantage of these numbers advantages, CNI feels they can undermine the interconnect's ability to sell, with the net effect that interconnect rates remain depressed.

CNI states in the report that it cannot raise its rates for two reasons: "Local stations sell late night video shows with total market coverage and 2 to 4 ratings for $600 and $700. We have no ratings and only 1/6 of the market; MTV is selling its national inventory based on its

> *"National spot sales will be a business only when markets are assembled. . . ."*
>
> *Cable Networks Inc. study*

The fragmentation is a major factor

Existing Interconnects	Rank	Market	Cable subs	% Penetration	Top 15 MSO share
S-H	1	New York	2186.5	33	46%
—	2	Los Angeles	1361.9	29	50%
H	3	Chicago	674.0	21	34%
S	4	Philadelphia	1019.4	40	41%
H	5	San Francisco	920.3	44	45%
S	6	Boston	726.5	34	43%
S	7	Detroit	488.1	25	42%
—	8	Washington	324.4	20	27%
½S	9	Dallas/Ft. Worth	528.5	32	50%
—	10	Cleveland	611.8	40	50%
S	11	Houston	592.2	39	44%
—	12	Pittsburgh	707.7	58	51%
—	13	Miami	472.0	43	21%
S	14	Seattle	569.9	46	68%
—	15	Minneapolis	195.9	17	38%
S	16	Atlanta	418.2	36	5%
—	17	Tampa/St. Pete	455.7	38	69%
—	18	St. Louis	345.6	31	48%
—	19	Denver	325.2	32	44%
—	20	Sacramento	279.3	30	33%

Source: Cable Networks Inc. Research

universe of over 20 million households for as low as $500."

The other issue is what Sassos termed "housekeeping." According to Williams of New England Cable Rep, it is the "number one current industry problem." Williams, who said national sales is the fastest growing part of his business (representing more than half), said the rep industry is doing its job "almost too well." "We're generating a level of business we're having trouble executing," he said.

The industry has yet to devise an efficient or standardized means of scheduling spots, ascertaining that they have run and billing the advertiser. Williams said he loses between 20 percent and 25 percent of his business because of missed spots or inaccurate billing. Sassos estimated CNI's losses to be 11 percent.

Cable's solution to the problem will be a part of what Williams called the cable ad sales industry's "evolving professionalism." Right now agencies and advertisers question cable's credibility and capability in executing ad sales orders, according to Williams and Sassos.

"When we do sell schedules they often do not run correctly. . . . Billing is (often) untimely and the schedules have been inappropriately run. . . . It discourages advertisers," Williams said. "There's nothing we can do other than to try and educate the system about how important it is to do this stuff right and fulfill their responsibility. The moment the system (agrees to run the spot), the responsibility of the sale shifts to the system. If they fall down it's almost better if we didn't sell it," Williams said.

A good portion of New England Cable Rep's sales are from large advertisers, such as department store chains, which advertise in rural C&D counties, according to Williams. In these areas systems are smaller and usually not well equipped to handle spot load.

"The systems that come in contact with some of the most sophisticated advertisers are often the least sophisticated systems," Williams said. "This exaggerates the problem."

In addition to the rate and scheduling problems the industry is in need of solid local market research, according to the reps interviewed. The research issue, however, although a concern, is not of primary importance to most operators, Sassos said. For that reason, he said he believes CNI or other rep firms have to spearhead its development: "We're the ones dealing with the sales," he said.

> *"System operators are skeptical about running advertising which is placed and often produced by a third party."*
>
> *Wayne Bullock*
> *President*
> *Cable AdNet East*

According to CNI's report, broadcast television has several advantages blocking cable's ability to compete with broadcast for national ad dollars. It is in these areas that CNI and Sassos believe the industry could most benefit from an interconnect and from the services of an outside rep. The broadcast advantages cited by CNI include the following:

- ■ Broadcast television has 24-hour insertion capability, while only 10 percent of cable systems insert commercials.
- ■ Broadcast network affiliates cover the whole market; cable system franchises fragment a market.
- ■ Broadcast networks promote themselves and their programming; cable does little self-promotion.
- ■ Broadcast has a timely, efficient billing/trafficking system; cable reps lose significant revenue due to errors in scheduling and billing.
- ■ Broadcast television is an accepted and known quantity; cable is new and acceptance will be gradual.

According to the CNI report, an interconnect answers most of the problems raised above by allowing 24-hour insertion capability, better market coverage and cross-promotion capability through insertion on unused network avails. In addition, the CNI report states that "allocating some inventory to a regional or national interconnect is a prudent business decision." CNI lists three reasons:

- ■ Systems will never sell out of all their local inventory. There is a very limited market within a franchise.
- ■ Allocating a percentage of the major satellite services inventory to interconnects would increase demand on total inventory and increase pricing to local retailers.
- ■ Dollars from an interconnect to a system are very high margin dollars.

Taking the interconnect business a step further, CNI expects to launch a hard interconnect unifying cable operators in the New York ADI sometime in January. Planning for the interconnect has taken into consideration local operators' needs to develop local sales efforts that can "coexist with (CNI's) regional and national efforts," according to Sassos.

The equipment, which includes a specially designed switch allows local insertion capability, a feature other hard interconnects have not been able to incorporate. CNI's New York interconnect is also expected to allow advertisers the option to buy any of four regions in the ADI: Long Island, West Chester, New Jersey and New York City. Hard interconnects have traditionally allowed advertisers to purchase only the entire interconnected region, a situation many advertisers and operators have balked at. Sassos said CNI is ultimately looking to offer advertisers the ability to buy individual or groups of systems within a hard interconnect. These features are meant to create the flexibility of a soft interconnect with the efficiencies of the hard interconnect.

Operators have shunned hard interconnects also because of the expense involved in the building and equipment. Reps generally propose to fund the set-up by taking a larger cut of the ad sales profits. Sassos said CNI will continue to take a 50 percent commission and look to increased sales to cover the expenses.

Williams, who said he is not a fan of hard interconnects, said he envisions a time when there will be "*intra*connects," which would be soft networks, with certain cable systems in the region hard wired together.

Despite the current problems, CNI believes the industry can effectively develop its regional and national ad sales efforts by focusing on a few areas. CNI will continue to "concentrate its efforts on the top 20 or 25 markets," as it pursues its spoken strategy, targeting 65 percent of the subscribers in those markets. In addition, the rep firm will "begin with soft interconnects, but lay the groundwork for hard interconnects." It will assist in standardizing affidavit and invoice forms, provide "as much selling ammunition as possible" and give the whole process time to gel.

As Williams operators said, "The solution is not one in the sky, but in front of your nose." He suggests cable operators "function professionally," and realize that their "destinies are within their own control." ■

CABLE STATS

Cable services subscriber count

Satellite-fed national services

Basic services	**Affiliates**	**Subscribers**	**% change in subs from 12/19/83***
American Christian Television Systems (ACTS)	136	2,063,652	
Arts & Entertainment	[illegible]	12,000,000	
Black Entertainment Television (BET)	388	7,700,000	+ 43.3
Cable News Network (CNN)	6,727	30,564,000	+ 35.0
CNN Headline News	2,002	13,584,000	+ 74.3
C-SPAN	1,800	20,000,000	+ 37.9
CBN Cable Network	4,887	27,168,000	+ 18.0
Country Music Television	165	4,200,000	
Entertainment & Sports Programming Network (ESPN)	9,200	34,000,000	+ 19.2
Eternal Word Television Network(EWTN)	204	2,600,000	+ 59.7
Financial News Network (FNN)	1,050	17,500,000	+ 45.8
The Learning Channel	615	5,231,138	+ 36.7
Lifetime	2,100	22,500,000	
Modern Satellite Network (MSN)	536	10,336,000	+ 19.6
Music Television (MTV)	2,700	24,200,000	+ 61.3
The Nashville Network	2,250	19,500,000	+ 95.0
National Christian Network (NCN)	91	1,167,728	− 18.8
National Jewish Television (NJTV)	228	5,196,000	+ 83.9
Nickelodeon	3,700	23,000,000	+ 64.8
Pacific Cable	NA	NA	
Prime of Life	NA	7,500,000	
PTL The Inspirational Network	1,080	13,000,000	+ 62.5
Santa Fe Communications	26	524,723	
Satellite Program Network (SPN)	525	11,500,000	+ 31.5
Silent Network	NA	NA	
SIN Television Network	276	28,338,300	+ 775.3
Trinity Broadcast Network	395	5,007,000	+ 49.4
USA Network	4,100	28,200,000	+ 41.0
The Weather Channel	1,436	15,700,000	+ 57.0
Video Hits One	NA	3,000,000	
WGN-TV	6,128	14,746,477	+ 34.6
WOR-TV	1,189	4,980,908	+ 18.5
WPIX-TV	152	885,000	
WTBS-TV	8,290	33,111,000	+ 19.7

Pay services

Bravo	132	109,000	− 24.8
Cinemax	2,100	2,700,000	+ 8.0
The Disney Channel	2,000	1,500,000	+ 181.9
GalaVision	230	160,000	+ 28.0
Home Box Office (HBO)	5,400	13,500,000	+ 8.0
Home Theater Network (HTN)	400	300,000	+ 30.4
The Movie Channel	2,900	3,200,000	+ 28.0
The Playboy Channel	516	762,000	+ 37.0
The Pleasure Channel	NA	NA	
The Rainbow Service (American Movie Classics + Bravo)	70	192,000	
Showtime	3,200	5,400,000	+ 16.6

Audio services

Lifestyle	99	2,613,129	+ 4.5
Moody Bible Institute	42	563,578	+ 52.4
Satellite Jazz Network	13	768,000	
Satellite Radio Network	50	403,000	
SCAN	34	218,569	+ 82.1
Star Ship Stereo	1	100	
WFMT, Chicago	160	1,005,858	+ 23.3

Text services

AP News Cable	375	4,300,000	− 12.2
AP News Plus	NA	NA	
Cable Sportstracker	3	250,000	
Dow Jones Cable News	184	2,455,000	+ 44.4
Electronic Program Guide (EPG)	220	4,303,318	+ 89.1
Genesis Storytime	17	510,000	
Reuters News View	355	3,630,000	
UPI Data Cable	950	NA	
Gateway	NA	NA	

Pay-per-view services

HiLife Channel	NA	NA

Non-satellite-fed national services

Bicycled services

Fuji Network	7	4,501
Nippon Golden Network	5	8,105
The Pleasure Channel	NA	NA
Vector Consumer News	13	350,000
Vector Consumer Shopping Guide	17	550,000

Regional entertainment services

Basic services	**Affiliates**	**Subscribers**
Atlanta Interfaith	7	131,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	8	400,000
The Ecumenical Channel	7	140,000
KTVT	NA	NA
Life Newsvision	24	35,000
Madison Square Garden	56	1,800,000
Meadows Racing Network	50	420,000
MetroChannel	1	117,000
Newsday Cable	1	233,000
Sports Time	48	1,000,000
Texas Cable Network	12	730,000

Pay services

Home Sports Entertainment—Houston/Dallas	68	100,000
Home Team Sports	22	48,000
New England Sports Network	52	21,358
PRISM-Philadelphia	88	370,000
Pro-Am Sports	40	29,500
The Superchannel	13	NA
SportsChannel (New England)	53	70,000
SportsChannel (New York)	43	394,000
Sports Time	127	45,000
SportsVision	22	97,000
Sportsvue Cable Network	25	17,000
Z-Channel	23	93,355

Announced services

Regional services	**Expected Launch**
Box Seat	2nd quarter 1985

Satellite-fed services

Almi Group Network	TBA
The Aloha Network	TBA
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
The CableShop	3rd quarter 1985
Cabletix	TBA
Comedy Entertainment Network	TBA
The Discovery Channel	4/85
Discovery Computer Network	2/85
Discovery Music Network	2/85
International Business Network	3/85
Kidvid Network	TBA
Magicable	TBA
Movie Time	4/85
The Nostalgia Channel	TBA
Odyessy	1/85
Satellite Concert Network	TBA
Star Video Music	TBA
Studioline	4/85
The Work Channel	TBA
X'Press	1st quarter 1985

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.
NA denotes not available
NC denotes no change
TBA denotes to be announced

* Percentage change is now computed using previous year's figures.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable network during December 1984.

A&E

British Airways (N)
Celestial Seasonings (N)
Exxon (R)
Ford (R)
GM (N)
IBM (R)
Kal Kan (N)
Kodak (N)
Polaroid (N)
RCA (R)
Schwepp's (N)
Showtime (R)

BET

Anheuser-Busch (R)
AT&T (R)
Avon (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford Motor Co. (R)
Hersey (R)
Home Box Office (R)
IBM (R)
J.C. Penney Co. (R)
Johnson & Johnson (R)
Kraft (R)
Mobil Oil (R)
Nike (R)
Orion Pictures (N)
Pepsi-Cola (R)
Procter & Gamble (R)
Quaker Oats (R)
San Inc. (N)
Sears (R)
Showtime/TMC (R)
Thompson Medical (R)
Universal Pictures (R)
U.S. Army (R)
U.S. Marines (R)
U.S. Postal Service (R)
U.S. Treasury Dept. (R)
Westinghouse (R)
Wrigley's (R)

CBN†

Bible Games Inc.
Black & Decker
Campbell's Soup
CBS Records
Chevrolet Truck Division
Clorox
General Foods
General Mills
Haines
Jeffrey Martin
J.G. Durand
Kimberly Clark
M&Ms/Mars
Nabisco
Richardson Vicks
Thompson Medical
Time Inc./Time-Life Books
USA Today

C-SPAN*

AT&T (R)
Centel (R)
DuPont (R)
General Motors (N)
IBM (R)
M/A-COM (N)

Dow Jones Cable News

Charles Schwab & Co. (R)
Consumer Report (R)
Forbes Stock Guide (N)
House & Garden Magazine (R)
Jack Anderson's Washington Letter (N)
Northwestern Mutual (N)
Pavarotti (N)
Smithsonian Magazine (R)

ESPN

AT&T (R)
Avis (R)
Canon Cameras (N)
DeBeer's (N)
Dodge (R)
Dr. School (N)
Esquire (R)
Gillette (R)
Guest Quarters (N)
HBO (R)
Hitachi (R)
Kawasaki (R)
Leaf Confectionary (N)
Menley & James (N)
Moet (N)
Nautilus Sports/Medical Industries Inc. (N)
New World Pictures (N)
Nikon (R)
Nissan (R)
Orion Pictures (N)
Paine Weber (R)
Paramount Pictures (N)
Polaroid (N)
Sports Illustrated (R)
Subaru (R)
U.S. Navy (R)

FNN

Allstate Insurance (N)
American Airlines (R)
American National/Cellular Telephone (N)
Apple (N)
AT&T (N)
Avis (R)
Barron's (R)
BMW (R)
Business Week (R)
Capital Preservation (R)
Charles Schwab (R)
Chicago Board of Trade (R)
Compaq Computers (N)
DHL Courier (R)
Epic/Real Estate (N)
Federal Stamp Reserve (R)
Ford/Autos (R)
Ford/Corporate (R)
GMAC (R)
Hayes Computers (N)
Heinold Commodities (N)
Hewlett Packard (N)
Hyatt Hotel (N)
Investment Rarities (N)
Italcable (R)
Kansas City Board of Trade (N)
Merrill Lynch (R)
Mita Copiers (R)
National Business Employment Weekly (R)
National Car Rental (N)
National Cash Register (N)
Oldsmobile (R)
Olympic Gold Coins (R)
Ramada Inns (R)
Rarities Mint (N)
Sanyo (N)
Sears Financial Network (R)
Security Pacific (R)
Shearson Lehman/American Express (R)
Transamerica (N)
US Committee for Energy Awareness (N)
Wall Street Journal (R)

MSN

Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Foods (R)
General Mills (R)
Hershey Foods (R)
Mattel Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

SPN

Air New Zealand (R)
Australian Tourist Bureau (N)
Chesebrough Ponds (R)
China Beer (N)
Hilton Inns (R)
Mennen (R)
Nikon (R)
Pacific Airlines (N)
Purina (N)
Rubbermaid (R)
Time/Life Books (R)
United Airlines (N)

The Learning Channel

Barron's Report (R)
Charles Schwab (R)
Malcolm E. Smith (N)
Scientific-Atlanta Magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network

Campbell's Soup (N)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)

The Weather Channel

Black & Decker (R)
Campbell's Soup (N)
Carnation (N)
Celestial Seasonings (N)
Champion Spark Plugs (R)
Clorox (R)
Ford (R)
General Motors (R)
Intalcable (R)
Menley & James (N)
Michelin Tire Corp. (R)
Nabisco (N)
Panasonic (R)
Pillsbury (R)
Procter & Gamble (R)
Prudential-Bache (R)
Quaker Oats Co.(R)
Ralston Purina (R)
Richardson Vicks (R)
Ross Labs (N)
Sears Portrait (R)
Sears Roebuck (R)
Security Tire Chain (N)
STP (N)
Union Carbide (R)
United Airlines (R)
Warner Lambert (R)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.

C4722-2

Western Show '84
PHOTO TOUR

- Massive mailout on subscriber privacy in the works
- Analyst gauges top premium services' prospects
- Mixed results in '84 raising concern about trade shows

CableVision™

The news and features weekly of the cable television industry

January 7, 1985

VH-1
VIDEO HITS ONE™

CableVision

Leading the week 9-12

Trade show trials

Jerrold, Rainbow Programming, The Weather Channel and Texscan are among a group of companies evaluating or planning cutbacks in the amount of booth space and staff allocated for trade conventions, reflecting increased exhibitor concern over floor traffic at recent shows.

Moderate growth

According to Prudential-Bache Securities analyst Barbara Russell, the cable industry is headed for several years of moderate growth, with the top two pay services, Home Box Office and Showtime, growing at the same pace.

New Year's chores

Operators will have an additional task to perform this new year as the new cable legislation requires that all subscribers be informed of the "subscriber privacy" rights provided in the legislation. Under the terms of the law, all current subscribers must be informed within 180 days of the Dec. 29, 1984, effective date.

Miami op sues

Miami Cablevision has filed a lawsuit charging Byers Communications Corp., Scientific-Atlanta and St. Paul Fire and Marine Insurance Co. with breach of contract in the construction of the system in the Florida city.

Cleveland interconnect

Viacom Cable and Cox Cable have established the Cleveland Cable Interconnect in that city, effective Jan. 1, 1985. The interconnect reaches approximately 112,000 subscribers in the Cleveland market. Company officials expect the interconnect to generate $1 million in ad sales for 1985.

Prism sells time

Prism has begun running commercials for advertisers such as Budweiser, The Golden Nugget and U.S. Army Recruiting during its cablecasts of Philadelphia 76ers basketball games. Advertising time is being sold by Rainbow Advertising Sales Co.

'CATS' needs funds

Computer Addressable Television Systems is reportedly in a recapitalization process after apparently failing early last month to launch a satellite-fed pay-per-view movie service, according to informed sources.

Exhibitors and convention planners are exploring ways to make trade shows more rewarding in terms of floor traffic. See story in 'Leading the Week,' pages 9-12.

COVER STORY

VH-1
VIDEO HITS ONE

About the cover

MTV Networks Inc.'s new Video Hits One hit cable on Jan. 1, 1985, claiming 3 million households and at least 12 major advertisers. How do the MSOs plan to play the new music video service? Manager, Editorial Services Simon Applebaum reports. **See story in *Leading the Week*, pages 9-12**.

Sections

Programming 18

Western Communications plans to launch the nine-channel Studioline pay cable audio service in all its systems this coming spring. Western acquired a two-thirds equity interest in Studioline last fall.

Also, according to Cox Cable San Diego Program Services Manager Moya Gollaher, local origination programming of national scope is part of the system's future.

Reviewer Robert DiMatteo has praise for *Snowstorm in the Jungle*, the conclusion of the *Cousteau/Amazon* series from Turner Broadcasting System.

Business & Finance 28

Holiday Inns has reached a tentative agreement with Comsat for the service to provide cable programming and videoconferencing to the hotel chain's 1,500 domestic franchises beginning late this spring.

The Tocom Division of General Instrument Corp. has signed a $2.8 million contract with Multimedia Cablevision Inc. for the purchase of addressable subscriber and headend control equipment.

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LEADING THE WEEK

Companies plan reductions in trade show attendance

NEW YORK—A number of major cable hardware and program service companies, responding to the decline in attendance at most cable trade shows over the past year, will be reducing their exhibit space and personnel commitments at trade conventions in 1985.

Rainbow Programming, Texscan's MSI/Compuvid division and Eagle Comtronics are some of the firms planning cutbacks in convention activity next year. Other companies, such as The Weather Channel and Jerrold, are in the midst of re-evaluating their convention priorities. Exhibitors advocating cutbacks also want some consolidation in the number of major trade shows, or at the least, the institution of exhibit-only hours where there would be no competition with panel sessions or press conferences for operator attention.

"The trouble is that the industry has so damn many shows," said Skip Litz, Jerrold's marketing communications manager, who supervises the allocation of booth space and staff at his firm's convention exhibits. "The industry needs a show strategy, possibly under the guidance of NCTA, where a task force is put together to determine what kind of shows should be done—several large shows spaced carefully during the year or a bunch of regional shows."

Five out of the seven major 1984 industry conventions had less attendance and exhibitor turnout than the previous year (see accompanying chart). The Great Lakes Expo's attendance level stayed even this year with the 1983 total, while the Atlantic Show had about 130 more people at its event than last year, although exhibitor turnout was off incrementally. Officials from various shows attribute the declines to company consolidations and MSOs tightening their budgets on convention expenditures, subsequently limiting the number of corporate or system people attending each show.

Concurred Bill Arnold, executive secretary of the Texas Cable TV Association: "The operator is more aware of the bottom line and there's less euphoria about new products, whether they be hardware or software. Where they sent five or 10 people before, they are now sending two or three people."

> **"We saw many of the decision makers we wanted to see but not on the floor."**
>
> *Sandy McGovern*
> *Vice President, Affiliate Sales & Marketing*
> *The Weather Channel*

That situation was evident earlier this month at the Western Show in Anaheim, Calif. With show organizers reporting about 8,000 people in attendance, many exhibitors characterized the booth traffic as slow and were disturbed by the turnout. Some exhibitors brought up the same complaint after the National Cable Television Association convention last summer, which drew about 14,800 people.

"We saw many of the decision makers we wanted to see but not on the floor," responded Sandy McGovern, vice president of affiliate sales and marketing at The Weather Channel. "We accomplished more in private suites and over dinner. This is a trend that's here to stay for awhile because we've ceased to be the kind of boom industry we were a few years ago and we've reached the adolescent stage. With very few new announcements, a lot of people have reached the point where they feel they don't gain anything from a show."

At Rainbow Programming Services, plans are under way to reduce the size of its booth space at major shows, possibly by as much as 50 percent in some cases.

*See **Trade shows**, page 20*

Trade convention attendance and exhibitor turnout 1983-1984

	Attendance		Exhibitors	
	1984	1983	1984	1983
Texas Show	2,200	2,650	175	190
SCTE Cable-Tec Expo	1,100	1,300	80	115
NCTA	14,800	15,637	329	400
Eastern Show	3,400	4,000	158	192
Great Lakes Expo	1,500	1,500	N.A.	115
Atlantic Show	2,633	2,500	182	185
Western Show	8,000	9,700	222	269

Viacom, Cox establish interconnect in Cleveland

ANAHEIM, Calif.—Viacom Cable and Cox Cable in the Cleveland area announced here at the Western Show that they have established the Cleveland Cable Interconnect. The interconnect became effective Jan. 1, 1985 and reaches 112,000 cable subscribers in the Cleveland market.

According to Virginia Westphal, Viacom Cable director of advertising sales, the two systems operate in opposite sections of the market—Viacom in the east and Cox in the west. She said Viacom reps often had been asked by advertising clients about purchasing avails in the part of the market Viacom's franchise did not reach. She said Viacom sales staffers had begun to talk about the possibility of an interconnect among themselves, expecting they could get "more advertising for both (systems) and the market would grow bigger."

Viacom's sales staff forms the "nucleus" of the interconnect, Westphal said, although it is a "50-50 venture" with Cox. Revenue will be split, depending on what system inventory is sold and the rate set by the system.

This year, Viacom sold $400,000 in advertising time, Westphal said. She said she expects the interconnect to generate more than $1 million for 1985. Westphal did not know what Cox Cable in Cleveland had generated in sales during 1984.

—Cecilia Capuzzi

Prudential-Bache analyst: Cable industry will enjoy moderate growth

NEW YORK—The cable industry is headed for several years of moderate growth, with the two top pay services, Home Box Office and Showtime, growing at the same pace, according to Prudential-Bache Securities analyst Barbara Russell. Her pay television subscriber and revenue growth estimates were culled from a larger report on the media and entertainment industries, which has not yet been released.

According to Russell's findings, the equal growth counts of the two leading pay programmers will cause some realignment in market shares. HBO and Cinemax's combined 1984 60.3 percent market share will decline to 57.7 percent in 1985 and to 55 percent in 1986, Russell said. The report indicates that HBO's percentage of market share has been on the decline since 1982, when Showtime began making inroads in the pay television arena.

At the same time, the study shows Showtime/TMC's percentage of market share on the upswing, with 1985 estimates at 32.8 percent, up from its 1984 31 percent share of the market. Russell expects Showtime/TMC to reach 35.1 percent of the pay television market in 1986.

Russell told *CableVision* that her estimates are not necessarily a negative reflection on HBO, since it is maintaining growth at a pace sufficient to sustain its higher share of the marketplace.

The numbers do indicate an improving competitive posture in the pay television marketplace for Showtime/TMC and reflect the significant inroads the service is making, Russell said. In addition, the Prudential-Bache analysis shows the impact a multipay environment can have on the fortunes of pay services. This is especially apparent in newbuild situations where subscribers are more likely to have the opportunity to choose from a number of pay services, Russell added.

HBO's growth rate "has to decline because Showtime/The Movie Channel has an equal chance of obtaining the same subscribers," Russell said. "The consumer knows the name 'HBO,' but the listings for Showtime/The Movie Channel are impressive or just as impressive as HBO's programming slate."

In addition Russell said Showtime/TMC's exclusive deal with Paramount has given it access to big-name movies that make its programming lineup "more film intensive." HBO has been focusing attention on its made-for features and original productions, she said. Nonetheless, "in a multipay situation, there's not much difference in choosing Showtime or HBO," Russell said.

Russell's report also shows pay television subscriber rates declining "in all situations, especially Cinemax," she said. In 1984 HBO charged $3.82 per month per incremental unit. That rate will go down to $3.50 in 1985 and to $3.40 in 1986, according to the report.

Showtime charged $3.30 per month per incremental unit in 1984. That figure is expected to decline to $3.20 in 1985 and stay there through 1986, the study states.

The Movie Channel, which cost $3.80 per month per incremental unit during 1984, will drop its charge to $3.50 in 1985 and 1986.

Cinemax, at $2.45 per month per incremental unit in 1984, will decline in price to $2.15 in 1985 and $1.90 in 1986, according to Russell's estimates.

Russell said these estimates are based in large part on the expected increase in cost for cable's basic services. She said that as basic cable costs rise, pay service prices will decline. Based on this information, Russell said "significant revenue assumptions are applicable to HBO and Showtime."

Cinemax will be especially hard hit by the changing pricing environment, Russell said. That service will have to keep its rates down "in order to stay alive," she stated, adding that there is a higher degree of consumer awareness of The Movie Channel. (Russell's report shows TMC exceeding Cinemax in market share by 1986, with 10.5 percent, compared to Cinemax's 10 percent.)

—Cecilia Capuzzi

Pay unit growth projections/market share

	1984	1985	1986
HBO	49.5%	47.1%	45.1%
Cinemax	10.8%	10.6%	10.0%
Showtime	21.7%	22.9%	24.6%
The Movie Channel	9.3%	9.8%	10.5%

Monthly rates per incremental unit

	1984	1985	1986
HBO	$3.82	$3.50	$3.40
Cinemax	$2.45	$2.15	$1.90
Showtime	$3.30	$3.20	$3.20
The Movie Channel	$3.80	$3.50	$3.50

Revenue projections (in millions)

	1984	1985	1986
HBO	$651	$689	$732
Cinemax	$87	$97	$103
Showtime	$223	$276	$327
The Movie Channel	$120	$135	$160

Source: Prudential-Bache Securities Inc. estimates

Miami op files suit against construction trio

MIAMI—Miami Cablevision has filed a lawsuit charging Byers Communications Corp. along with Scientific-Atlanta and St. Paul Fire and Marine Insurance Co. with breach of contract in the construction of the new system here.

The company, co-owned by Tele-Communications Inc. and Americable, is seeking $12 million in damages in an action filed Dec. 17 in the 11th Judicial Circuit Court. In particular, the suit charges Byers Communications, the Atlanta-based construction and engineering company presently undergoing extensive financial restructuring and executive management changes (*CV, 12/10/84 p. 25*), with deviating from construction plans when it worked on the system in 1982 and 1983. According to the suit, the system is worth about $12 million less in value today because of the deviations. Miami Cablevision directed inquiries for further comment on the case to its attorney, who was unavailable at press time.

James Kanely, Byers' new president and chief executive officer, said the company will file a response to the suit by the end of next week. He argued that Miami Cablevision has yet to pay the company about $3 million for its construction assignment.

"They owe us on the contract and we've been putting pressure on them to give us the money," Kanely said. "We are preparing a written response that will have some counterclaims." He stopped short of suggesting that Byers will countersue Miami Cablevision.

Scientific-Atlanta and St. Paul Fire and Marine Insurance Co. representatives could not be reached at press time for comment.

—Simon Applebaum

Continued from Leading the Week

Trade shows must adapt

This year, Rainbow used about 2,400 square feet for its NCTA and Western Show exhibits and space ranging from 300 square feet to 1,600 square feet elsewhere. The programmer assigned 15 people to the Western Show, 20 people to NCTA and eight to 10 people at other shows in 1984. "I don't know if we as a company can bypass shows entirely, but we can limit our presence," said Rainbow Field Operations Vice President Bruce Sellars.

Financial News Network eliminated the Eastern Show from its exhibit plans this year, as it did in 1983, because of low attendance. The programmer probably will do the same thing in 1985 and is investigating a partnership with Sports Time where both companies would occupy the same booth at NCTA and other large conventions. FNN is carried on the same transponder as Sports Time.

Eagle Comtronics already has decided on personnel reductions for NCTA next June, sending eight people instead of 15, according to Chet Syp, the firm's national sales manager. The company probably will field six people at the 1985 Western and Eastern shows next fall unless booth traffic improves. Texscan's MSI/Compuvid division will not only cut back its staff contingent, but also the number of products exhibited. "We may not bring as many product accessories," explained Marketing Director Ken Lawson. "We're realists—we understand the need for shows and we won't back out of them, but we have to adjust to the market."

Where some exhibitors would like to see consolidation happen is in the number of trade shows scheduled in the second half of the year. The Eastern, Atlantic and Great Lakes events are presently scheduled within 90 days of each other early next fall, and that bothers people like FNN Senior Vice President Arnie Rosenthal. "What's happening is that both operators and program suppliers are looking at the dollars of going to the shows, and they're not getting the payoff," he said.

"Consolidation is the easy way out of the situation," argued Ed Bennett, Viacom Cable executive vice president and president of the Cable Television Administration and Marketing Society. "But before pursuing that, I'd encourage the shows to develop a more diversified agenda of panels that draw their talent from the systems. The transition has to be made from providing information

Besides business and workshops, attendees at the 1984 Western Show in Anaheim, Calif., enjoyed other convention pleasures and amusements.

BLUEPRINT
Western Show
1984
FOR PROGRESS

to a few people at the top to the middle managers and technical people. It's the best untapped potential."

Acknowledging that MSOs, like Viacom, are cutting back on the number of corporate staff appearing at trade shows, Bennett said convention organizers have an opportunity to attract system personnel in larger numbers if they structure panel sessions covering every angle of operation and encourage exhibit-only hours.

Bennett endorses the NCTA's proposal for running its next convention, where at least 10 hours will be set aside for exhibition traffic, companies from ancillary industries will be encouraged to exhibit and most of the panel sessions will relate to a common theme—the national cable policy bill passed recently by Congress. "They are going to be right on the money with that idea, and they've designed it with the industry changes in mind," Bennett said. "The rate of industry growth has subsided somewhat, and we've matured in a lot of ways."

Another proposal being debated involves having organizations such as CTAM, NCTA and the Cabletelevision Advertising Bureau program the seminar portion of the major conventions. McGovern from The Weather Channel likes the concept and wants one further step: more exhibit hour concentration. For example, limit exhibit time during a three-day convention to the first two days. "Even if shows are better attended, the third day is usually a wasted one for suppliers. You can encourage a higher level of booth traffic if the time is consolidated."

As MSOs and exhibitors weigh prospective changes, the Texas Show is gearing up for its 25th annual gathering, which will start another year of conventions in about a month. Arnold expects another attendance drop, resulting in about 2,000 to 2,200 participants. The show welcomed 2,200 people last January. About 175 companies exhibited there; 140 firms had signed up for space as of mid-December. One bright note: FNN will exhibit there for the first time.

"If the industry was not suffering an economic downturn, you might see a slight increase in attendance and some new products," Arnold said. Bennett, however, thinks the declines will be reversed eventually, although the general tone of future conventions will lack the glitz and hype of the last few years. "If new services come along, operators will be attracted to the shows and more people will hit the floor."

—Simon Applebaum

CABLE STATS

Film product comparison—January

Film	Pay Networks					Distributor
Across the Great Divide	HBO				MAX	Simcom
Alice's Restaurant				HTN*		MGM/UA
American Pop					MAX	Columbia
American Wilderness					MAX	Simcom
Anna to the Infinite Power		ST	(TMC)	HTN		Film Gallery
Back in the U.S.A.			TMC			Film Gallery
Bananas					MAX	MGM/UA
Beach Red					MAX	MGM/UA
Best Years of Our Lives, The		ST*				Goldwyn
Beyond the Limit	HBO				(MAX)	Filmwriters
Big Brawl, The		ST				Warner Bros.
Bishop's Wife, The			TMC*			Goldwyn
Black Hand, The			TMC			MGM/UA
Black Stallion Returns, The	HBO	(ST)				MGM/UA
Blue Skies Again	(HBO)	ST	(TMC)			Warner Bros.
Boarding School			TMC*		(MAX)	Atlantic
Borsalino			TMC			Paramount
Brainstorm				(HTN)	MAX*	MGM/UA
Bridge on the River Kwai, The	HBO	ST		HTN	(MAX)	Columbia
Brink's Job, The					MAX	Universal
Broadway Danny Rose					MAX	Orion
Brood, The					MAX	New World
Candy Striped Nurses					MAX	Viacom
Champions	HBO					Embassy Communications Inc.
Changeling, The					MAX	Chessman
Children of the Corn	HBO	ST	TMC			New World
Cold River	HBO			(HTN)		JF Simcom
Coma			TMC		MAX	MGM/UA
Cold Feet			TMC	HTN		Film Gallery
Commancheros, The			(TMC)	(HTN)	MAX*	20th Century-Fox
Compleat Beatles, The				(HTN)	MAX	Universal
Coneheads, The		ST				Telepictures
Courage of Black Beauty		ST*				Alan Enterprises
Cuba			(TMC)		MAX	MGM/UA
Damien: Omen II	HBO					20th Century-Fox
Danton					MAX	Columbia
Dark Crystal, The	(HBO)	ST			(MAX)	Henson Assoc.
Deal of the Century	(HBO)	ST*	(TMC)	(HTN)	MAX	Warner Bros.
Deep In My Heart		ST			MAX	MGM/UA
Doctor Detroit		ST	(TMC)			Universal
Dream That Never Dies, The				HTN		IFEX
Dressed to Kill		(ST)	TMC		(MAX)	Orion
Earthling, The			TMC*		(MAX)	Orion
Easy Money	(HBO)				MAX*	Orion
Echoes of a Summer	(HBO)		(TMC)		MAX	MGM/UA
Eddie and the Cruisers	(HBO)	(ST)	(TMC)	(HTN)	MAX	Embassy
Encore					MAX	Janus
Endless Love	(HBO)				MAX*	Polygram
Equus		(ST)	TMC			MGM/UA
Escape Artist, The			TMC*			Zoetrope
Executioner's Song, The			TMC			Viacom
Farewell to Arms				(HTN)	MAX	20th Century-Fox
Fifth Floor, The		ST*				Viacom
From the Terrace			(TMC)	(HTN)	MAX	20th Century-Fox
48 Hours		ST	(TMC)			Paramount
Gallipoli				HTN	(MAX)	Warner Bros.
Get To Know Your Rabbit			TMC			Warner Bros.
Goin' All the Way		ST			MAX	Four Riv.
Great Chase, The					MAX	Janus
Great Sinner, The		ST				MGM/UA
Gregory's Girl		ST			(MAX)	Goldwyn
Groove Tube, The			TMC		(MAX)	Premium
Gulag	HBO					Lorimar
Hammett			TMC*	HTN		Paramount
Hanover Street					MAX	Columbia
Hardcore					MAX	Columbia
Heat and Dust	HBO		TMC		MAX	Universal
History of the World, Pt. I			TMC*			20th Century-Fox
Hobbit, The		ST				Telepictures
Holly and the Ivy, The		ST*				Viacom
Home Movies			TMC			Scott Mager
Hooper			TMC			Warner Bros.
Hounds of Notre Dame, The		ST				Atlantic
How I Won the War			TMC			MGM/UA
Huckleberry Finn			TMC*		MAX	MGM/UA
Hunter, The				HTN		Paramount
Hysterical	HBO					Film Gallery
Incubus		ST*				Film Ventures
Inn of Sixth Happiness, The				(HTN)	MAX	20th Century-Fox
Interiors			TMC			MGM/UA
Intimate Games		ST				AIP
Intimate Moments					MAX	Embassy
Intruder In the Dust		ST				MGM/UA
Island, The			TMC*			Universal
It Happened at the World's Fair			TMC			MGM/UA
It's a Date		ST				MGM/UA
It's Alive!			TMC			Warner Bros.
Jack Frost		ST				Telepictures
Jaws III	(HBO)			(HTN)	MAX	Universal
Jayne Mansfield Story, The					MAX*	Landsburg
Journey to the Center of the Earth			(TMC)	(HTN)	MAX*	20th Century-Fox
Kavik the Wolf Dog		ST				Viacom
Keep, The			ST			Paramount
Kill or Be Killed			TMC			Viacom
King Kong		(ST)	(TMC)	HTN		Paramount
Kipperbang		ST				Goldcrest
Lady in Red, The			TMC			Viacom
Legend of the Bayou		ST				Blum
Lenny			TMC*		(MAX)	MGM/UA
Lincoln Conspiracy, The			TMC			Viacom
Little Romance, A					MAX	Warner Bros.
Local Hero		ST*		(HTN)	(MAX)	Warner Bros.
Lonely Lady, The	HBO*	(ST)	TMC*			Universal
Long Way Home, A					MAX*	Landsburg
Lovesick		ST*	TMC	HTN*		Warner Bros.
Lucky Star, The	HBO					American National Enterprises
Mango Tree, The		(ST)	TMC			Satori

Portraying inmates of a Soviet work camp who plot a courageous escape across the frozen Russian tundra in the Home Box Office Premiere Film 'Gulag' are (from left): David Keith, Malcolm McDowell. The film will premiere on HBO Jan. 13.

Film	Pay Networks					Distributor
Man With Two Brains, The	HBO	(ST)	(TMC)			Warner Bros.
Man Who Wasn't There, The		ST*	(TMC)			Paramount
Midsummer Night's Sex Comedy, A	(HBO)	ST				Warner Bros.
More American Graffiti				HTN		Universal
Mortuary			TMC*			Film Ventures
Mr. Hobbs Takes a Vacation			(TMC)	(HTN)	MAX*	Paramount
Nate and Hayes		(ST)	TMC			Paramount
North Dallas Forty	(HBO)	ST	(TMC)			Paramount
Octupussy	(HBO)	ST	(TMC)	(HTN)	(MAX)	MGM/UA
Of Unknown Origin	HBO		TMC			Warner Bros.
O'Hara's Wife		(ST)	(TMC)	HTN*	(MAX)	Albacore
"Oh God!" Book II	HBO		TMC			Warner Bros.
Omen, The	HBO	ST				20th Century-Fox
One Flew Over the Cuckoo's Nest	HBO	(ST)			(MAX)	MGM/UA
Osterman Weekend The	HBO	ST	TMC			20th Century-Fox
Other Side of Midnight, The	(HBO)	(ST)	TMC			20th Century-Fox
Our Mother's House		ST				MGM/UA
Outsiders, The	HBO*	(ST)	(TMC)	(HTN)		Warner Bros.
Pirates of Penzance, The	HBO	(ST)	(TMC)	HTN*		Universal
Pranks			TMC			Wescom
Pretty Maids All In a Row		ST				MGM/UA
Prince and the Pauper, The		ST				Tri-Star
Princess and the Pirate, The			TMC*		MAX	S. Goldwyn
Psycho II			TMC		(MAX)	Universal
Purple Haze			TMC			Columbia
"Q"		ST*				UFD
Raiders of the Lost Ark	(HBO)	(ST)	(TMC)	HTN*	(MAX)	Paramount
Railway Children, The			TMC			Viacom
Ratings Game, The			TMC*			TMC
Real Glory, The		ST				Goldwyn
Red Shoes, The				HTN		Universal
Return of a Man Called Horse		ST				MGM/UA
Revenge of the Nerds		ST				LCA
Rutles, The			(TMC)		MAX	B'way Vid
Savannah Smiles	(HBO)	(ST)		(HTN)	MAX	Embassy
Scarface	HBO	ST	TMC		MAX	Universal
Scarface (1932 version)			TMC			Universal
Seems Like Old Times		ST			MAX	Columbia
Second Thoughts				HTN	(MAX)	Universal
Sex With the Stars					MAX*	Film Gallery
Sheriff and the Satellite Kid, The			TMC			Viacom
Shipwreck			TMC			Warner Bros.
Silent Movie			TMC*			20th Century-Fox
Singing Nun, The		ST				MGM/UA
Sink the Bismarck!				HTN	MAX*	20th Century-Fox
Smokey and the Bandit III				HTN		Universal
Soggybottom, U.S.A.			TMC			Comworld
Somewhere In Time			TMC*	(HTN)		Universal
Spasms		ST				Andrews & Assoc.
Sting II, The			TMC	(HTN)		Universal
Stroker Ace	(HBO)	(ST)	(TMC)	HTN*	MAX	Warner Bros.
Sudden Impact	HBO	ST	TMC		MAX	Warner Bros.
10 to Midnight	(HBO)	ST				Viacom
Tender Mercies	HBO*					AFD/EMI
That Championship Season		(ST)	TMC		(MAX)	Viacom
These Three		ST				Goldwyn
Time to Die, A					MAX	Almi
Touched By Love					MAX	Columbia
Tough Enough		ST	(TMC)	(HTN)		20th Century-Fox
Trading Places		ST	(TMC)			Paramount
Triumphs of a Man Called Horse			TMC		(MAX)	SHP
Trouble With Girls, The			TMC			MGM/UA
Twilight Time	HBO	ST		(HTN)		MGM/UA
Uncommon Valor		ST*				Paramount
Unseen, The					MAX	Viacom
Up the Academy			TMC			Warner Bros.
Vacation	(HBO)				MAX*	Warner Bros.
Vengeance Valley		ST				MGM/UA
Waltz Across Texas	(HBO)	(ST)		(HTN)	MAX	Atlantic
Wargames	(HBO)	(ST)	(TMC)		MAX	MGM/UA
Warlock				(HTN)	MAX*	20th Century-Fox
White Buffalo, The		ST*			MAX	MGM/UA
Wilderness Family	HBO					Simcom
Wind In the Willows				HTN		Universal
Witches' Brew		ST				Viacom
Without A Trace	HBO	(ST)				20th Century-Fox
Wizard of Oz, The		(ST)	TMC			Alan Enterprises
World Is Full of Married Men, The		ST				Viacom
Year of Living Dangerously	HBO	(ST)	TMC*	HTN	(MAX)	MGM/UA
Yellowbeard				(HTN)	MAX	Orion
Yellow Cab Man, The		ST				MGM/UA
Yor, the Hunter From the Future	(HBO)				MAX	Columbia
You Light Up My Life				HTN*		Columbia
Young Lions, The			(TMC)	(HTN)	MAX	20th Century-Fox
Zelig	HBO	ST	TMC	(HTN)		Warner Bros.
Zenabel		ST				Tri-Star

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in August, September, October, November, December and/or January.
- An asterisk indicates the film is a carry-over from August, September, October, November, December and/or January.
- In total, 190 films appear on the January schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, six films have played on all five services, 10 films have played on four of the five services, 25 films have played on three services and 51 on two services. Ninety-eight were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 37, followed by Warner Bros. with 21 and Universal and 20th Century-Fox with 18.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	248,883	(10/84)
2.	Woodbury (Long Island), NY	Cablevision Systems	235,000	(10/84)
3.	San Antonio, TX	Rogers Cablesystems	200,459	(10/84)
4.	Manhattan, NY	ATC	187,900	(12/83)
5.	Houston, TX	Warner Amex Cable	180,000	(10/84)
6.	Florida Division	ATC	179,800	(12/83)
7.	East Orange, NJ	MacLean Hunter	166,923	(10/84)
8.	Wayne, NJ	UA Cablesystems	134,000	(11/84)
9.	Cincinnati, OH	Warner Amex Cable	126,000	(10/84)
10.	Tulsa, OK	United Cable	117,679	(10/84)
11.	Audubon, NJ	Independent	117,591	(10/84)
12.	Atlanta, GA	Prime Cable	117,416	(11/84)
13.	Baltimore County, MD	Comcast	112,000	(10/84)
14.	Tidewater (Norfolk), VA	Cox Cable	110,278	(10/84)
15.	Rochester, NY	ATC	108,600	(12/83)
16.	Erie County, NY	Prime Cable	107,500	(11/84)
17.	San Jose, CA	Gill Industries	106,000	(11/84)
18.	Jacksonville, FL	Continental	100,000	(9/84)
19.	Englewood, CO	United Cable	99,164	(10/84)
20.	Austin, TX	ATC	98,900	(12/83)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
*1	Tele-Communications	3,300,000	(10/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	2,013,000	(10/84)
4	Cox Cable Communications	1,540,533	(10/84)
5	Storer Cable Communications	1,459,000	(10/84)
6	Warner Amex Cable Communications	1,230,000	(10/84)
7	Times Mirror Cable Television	993,789	(11/84)
8	Continental Cablevision	939,000	(10/84)
9	Newhouse Broadcasting	873,198	(11/84)
10	Viacom Cablevision	785,000	(10/84)
11	UA Cablesystems Corp	694,225	(11/84)
12	United Cable Television	679,572	(10/84)
13	Sammons Communications	649,000	(11/84)
14	Rogers Cablesystems	588,604	(10/84)
15	Cablevision Systems Development	560,000	(10/84)
16	Comcast Cable Communications	472,512	(11/84)
17	Heritage Communications	433,748	(10/84)
18	Telecable Corp	427,885	(11/84)
19	Jones Intercable	406,401	(10/84)
20	Capital Cities	365,000	(11/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition, last reported basic subscriber count for Tele-Media was 277,450 (12/83).

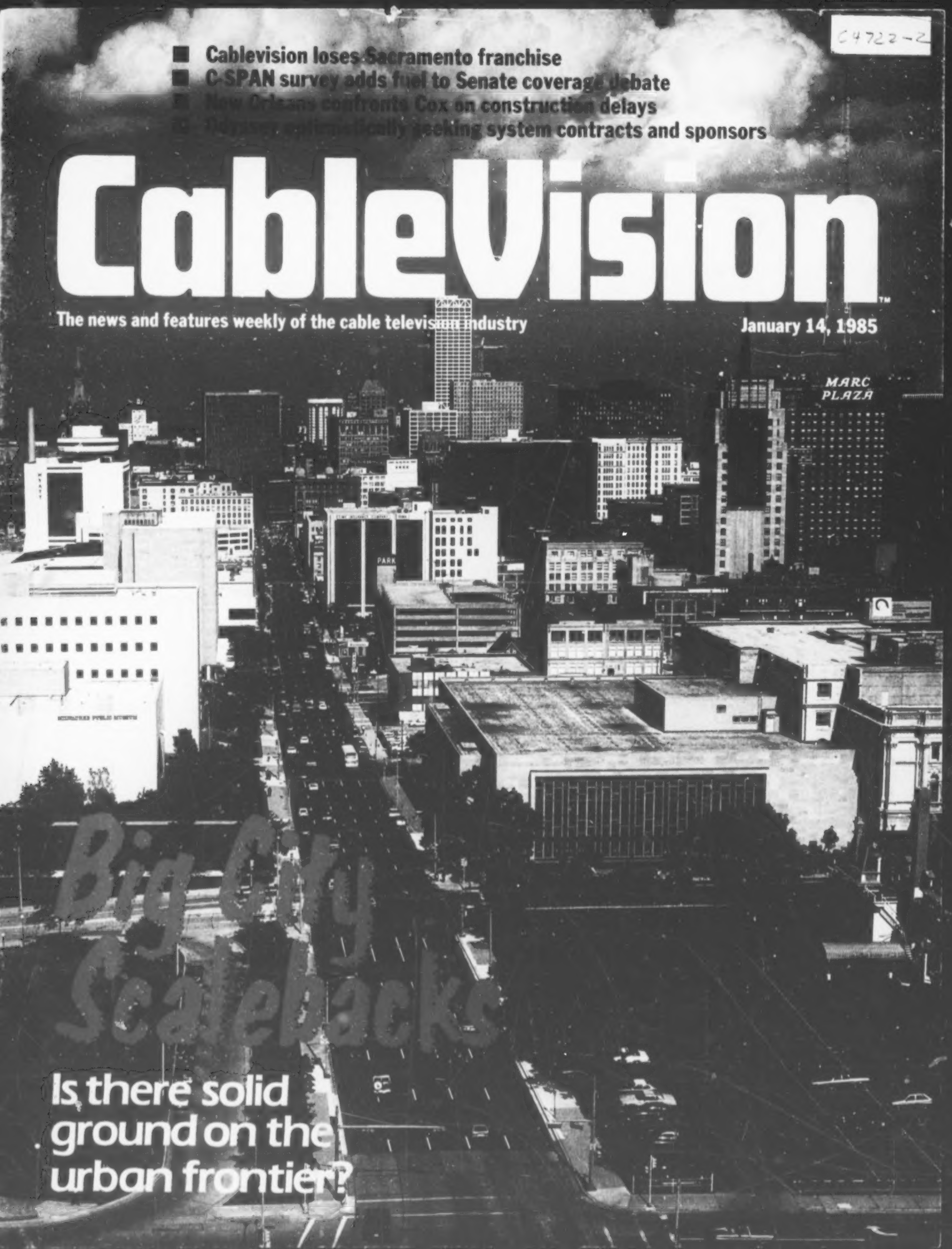
C4722-2

- Cablevision loses Sacramento franchise
- C-SPAN survey adds fuel to Senate coverage debate
- New Orleans confronts Cox on construction delays
- Odyssey enthusiastically seeking system contracts and sponsors

CableVision™

The news and features weekly of the cable television industry

January 14, 1985



Big City Scalebacks

Is there solid ground on the urban frontier?

CableVision

Leading the week 9-24

Franchise lost

Cablevision Systems' Charles Dolan, who owns 47.5 percent of Cablevision of Sacramento, will be removed from the partnership with Scripps-Howard Cable Jan. 17 after failing to raise the $34 million in equity required by the partnership agreement. Scripps-Howard officials say they will take over the majority ownership in the system, either on their own or in association with partners.

Boston system woes

In Boston, Cablevision officials have filed for a property tax abatement as part of the system's continuing financial difficulties. Although company officials say they haven't asked for specific relief from franchise requirements, they say they are discussing with city officials the possibility of reducing the system's "public purpose funding burden."

NCTA President James Mooney.

Mooney doth protest

National Cable Television Association President James Mooney made his message quite clear. Reacting to reports that the Federal Communications Commission may require cable system operators to retransmit multi-channel TV sound (MTS) on a must-carry basis, he issued a strongly worded statement that such a move would prompt the industry to seek the elimination of must-carry rules.

Original programming offered at NATPE

At NATPE's annual conference which began in San Francisco last week, a growing number of broadcast syndicators were pitching original cable programming along with the usual crop of sitcoms and game shows for local stations to run this fall.

Odyssey launches

National Christian Network launches its new video music channel without affiliates or advertisers. The service is free to operators, who can run the 24-hour service in its entirety or use segments from it. Officials at Odyssey say they hope to have systems carrying the service by the end of this month and advertisers shortly thereafter.

Acton agrees to fees

Acton Corp. has tentatively agreed to pay Home Box Office about $1.7 million in carriage fees, the result of legal action taken by HBO against the 64th-ranked MSO last month in California and South Carolina.

C-SPAN viewership up

A new survey of C-SPAN viewers reveals that some 7.6 million households tune in to the network's public affairs programming each month, an audience that is growing both in numbers and in political awareness. The findings, which show an upscale, informed viewership, may fuel the continuing debate over live television coverage of the U.S. Senate.

Bond in question

Cox Cable New Orleans may have to forfeit its $1 million performance bond if the City Council approves a resolution that was recently introduced. The Atlanta-based operator is raising the ire of some city officials because the city's 202-mile institutional network, which was supposed to have been finished by December 1983, has not yet been completed.

Signing delayed

The District of Columbia's cable franchise, which was signed by Mayor Marion Barry Dec. 28, has not yet been signed by representatives from District Cablevision, the company that won the franchise award. President Robert Johnson may be delaying signing off on the franchise in light of a $125 million antitrust suit that was filed by a losing bidder.

COVER STORY

Scalebacks in the big cities

In the recent past cable companies have won major franchise concessions in the urban marketplace. Associate Editor Sally Russell explores why this has been happening and details the nature of the many scalebacks as well as their ramifications in the various cities and on the franchising process. See pages 28-33.

About the cover

This week's cover features a photograph of the city of Milwaukee, just one of a number of big cities in which cable companies have scaled back their original proposals. In the case of Milwaukee, Warner Amex won permission to defer interactive QUBE service and the system's second cable, was relieved of its obligations to construct a local origination studio and scaled back its institutional network considerably.

Sections

Review 26

Who hasn't forgotten the now infamous *Newsweek* article questioning both cable's current programming fare and the industry's future? Reviewer Robert DiMatteo hasn't, and he takes this opportunity to look back in a more positive fashion at how the medium fared in 1984. In commending cable TV DiMatteo points to particular shows and specials, of both basic and pay networks, that were entertaining or thought-provoking and gives the press a rap on the knuckles for not giving much of cable's challenging programming more ink.

Franchising calendar

This chart examines the franchise status of communities since December 1984.

Arizona

Gilbert—award to Masada Corp. 8/14/84 (3,000 homes).

California

Chino—preliminary award to Buenavision. Buenavision paid $25,000 deposit and submitted modifications to be approved by Council.
Claremont—Group W withdrew proposal (9,800 homes.)
Commerce—reached lease agreement with Falcon Communications 11/5/84 (3,000 homes).
Duarte—lease agreement reached with KTS Corp. for operation of city-owned system 8/15/84 (7,100 homes).
East Yolo—conforming proposals from Cablevision, Sonics, Yolo Communications and Federal Communications Inc. to new act. Reducing each application to contract language.
La Puente—award to United Cable 11/28/84 (8,600 homes).
Los Altos—award to United Cable 12/84 (9,000 homes).
Palo Alto—negotiating with Cable Communications Co-op of Palo Alto and City Cable Partners Inc. until April (23,000 homes).
Rosemead—soliciting franchise proposals (13,114 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).
Yorba Linda—deadline extended for statements of interest (12,000 homes).

Delaware

Wilmington—negotiating with Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois

Chicago—Area I, agreement with Communications and Cable to be presented to City Council (300,000 homes); Area II award to Group W (217,000 homes); Area III award to Group W (193,000 homes); Area IV award to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V award to Continental Cablevision (188,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).
Naperville—award to Rite Cable Co. of Illinois Limited 12/27/84 (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—survey showed interest in cable insufficient to warrant franchise.
Woodbridge—terminated negotiations with Multimedia (260 homes).

Kentucky

Fulton—award to TCI 12/13/84 (2,400 homes).

Maryland

Baltimore—award to United Cable 12/19/84 (302,000 homes).

Massachusetts

Belchertown—received bid from Clearview Cablevision Inc.
Belmont—municipal ownership approved by general court, issued RFP (2,760 homes).
Berkley, Dighton, Freetown—provisional license to Continental Cablevision.
Boxborough—Cable Advisory Committee advises City Council to award provisional license to Nashoba (3,100 homes).
Cambridge—preliminary report evaluating proposals from American Cablesystems, Cambridge Cablevision Corp. and Cable Plus received from Rice and Assoc. (43,000 homes).
East Bridgewater—award to Continental Cable 12/3/84 (2,500 homes).
Groton—Nashoba and United will make presentations at public hearing 1/21/85.
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—temporarily suspended franchising process. (1,700 homes).
Marblehead—proposals received from Adams-Russell, Continental Cablevision, and Nashoba.
Medfield—preliminary award to Massachusetts Cablevision Systems 10/84 (3,400 homes).
Mendon—signed final contract with Massachusetts Cablevision Systems Inc. 1/7/85 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—awaiting response from Warner Amex (1,433 homes).
Sandwich—award to Campbell Communications (5,000 homes).
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes).
Shirley—provisional license granted to Nashoba Communications 10/29/84 (1,827 homes).
Southborough—provisional license to Greater Worcester Cablevision (2,000 homes).
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84 (1,600 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Homer Township—negotiating with Whitney Television (800 homes).
Lake Orion, Orion Township—award to Tribune United 11/84 (7,800 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dow-Sat of Minnesota 11/9/84 (973 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Bird Island—award to North American Communications Corp. 10/84 (566 homes).
Cannon Falls—award to North American Cable Communications Corp. (1,060 homes).

Mayor William Schaefer signed into law the 20-year franchise permitting United Cable Television of Baltimore Inc. to operate a cable television system within the city of Baltimore. This ended a five-year search and selection process by the city. The ceremony was witnessed by City Council President "Du" Burns, members of the Baltimore City Council and Samuel Street, vice president of United Cable Television Corp.

Credit River—award to North American Communications Corp. 10/84 (880 homes).
Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—award to Individual Satellite Systems 11/84 (400 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).
Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—award to Dow-Sat of Minnesota (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—award to Dow-Sat of Minnesota (481 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).
Murdock—award to Cavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—evaluating proposals from North American Cable Communications and Rite Cable (1,272 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—evaluating proposals from Dow Sat and WesTel (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).
Windom—city council approved municipal ownership 10/27/84 (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Keene—Group W currently under non-exclusive franchise until 1991. Keene now receiving proposals and issued RFP until 2/1/85.
Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Sandown—reviewing proposal from Harron Co. and Continental (800 homes).

New Jersey

Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—issuing RFP (55,000 homes).

New York

Mt. Upton—NewChannels denied award; future uncertain.
North Salem—award to Community Cable Services 12/84 (1,100 homes).
Norwich—terminated franchising process (100 homes).
Portland—Tribune Cable, Harborview, and U.S. Cable sent letters expressing interest. (150 homes).

North Carolina

Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—RFPs issued, bids due 3/15/85.
Lordstown—cable issue dropped after feasibility study.
Oberlin—preliminary award to Oberlin Cable Co-op (2,600 homes).

Oregon

Dunthorpe—no response to RFP.
Seattle—city is divided into four parts; Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.
Sylvan—evaluating proposal from Sylvan Cable Television.

Pennsylvania

Philadelphia—city is divided into four areas; Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island

Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—award to Bellevue Cablevision Inc.; appealed before Rhode Island Superior Court and Rhode Island Supreme Court (29,500 homes).

Virginia

Manassas—no response to RFP, bids due 1/11/85 (5,510 homes).

Washington

Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/17/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 8-FG
2.	Los Angeles	City is divided into 14 areas (A-n); 11-OP, 3-UC
3.	Chicago	City is divided into five areas; Area I-FP, Areas II, III-OP, Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	OP/UC
16.	Atlanta	OP
17.	St. Louis	UC/FG
18.	Tampa/St. Petersburg	OP/OP
19.	Denver	OP
20.	Baltimore	FG
21.	Sacramento/Stockton	OP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	OP
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34.	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.

C4722-2

- Rogers selling Syracuse, Southern California systems
- Pay Per View Takes Center Stage at NATPE
- Court rules against plaintiff in Denver franchise suit
- New basic net to use LO programming

CableVision™

The news and features weekly of the cable television industry

January 21, 1985

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J LONG EDITOR
CONGRESSIONAL INFO SERVICE
4520 EAST WEST HIGHWAY
BETHESDA MD 20814

Playing A&E in the key of E

Arts & Entertainment enters year two

CableVision

Leading the week 9-21

Warner Amex Communications Inc. Vice President of Programming Scott Kurnit says negotiations have taken place with several firms concerning PPV projects.

Showtime/TMC PPV

Showtime/TMC doesn't have a pay-per-view strategy in place, despite an entrance into discussions with Warner Amex Cable about PPV involvement in its interactive Qube franchises.

Limited partnerships

Cable company executives are reassessing their financing plans in light of the recent flattening of the limited partnership market. In urban areas across the country, franchisees who initially planned to finance builds through limited partnership offerings are starting to consider alternative financing vehicles.

Rogers' loss

Rogers Cablesystems announces the sale of its Syracuse, N.Y., system and discloses that its operations in Southern California are on the block as well. Meanwhile, company officials report that Rogers' net loss doubled in the preceding fiscal year to total $30 million in the year that ended Aug. 31.

'Get out your LO'

"Get out your LO" is the major operator pitch organizers of United Satellite Network are sounding for a new ad-supported basic service they expect to premiere later this spring.

Lifetime revamp

The phone lines ring off the hook for Lifetime's first week of reformatted talk-back programming, as the service picks up new ad contracts from Colgate-Palmolive, Warner Lambert and Del Monte.

NATPE conference

Twenty-second annual NATPE conference attendees are presented the vision of a pay-per-view future to supplant VCRs as the preferred distribution medium for home video. Motion Picture Association President Jack Valenti delivered this prognosis in a keynote address at the premiere gathering of broadcast television's programmers.

First Amendment suit

An appeals court has dismissed a First Amendment lawsuit challenging City Council's authority to award an exclusive cable franchise. The decision left intact a lower court ruling that the plaintiff, Mountain States Legal Foundation, did not have standing to bring suit.

Laissez faire

The FCC introduced a Notice for Proposed Rule Making in an ongoing effort to let the marketplace regulate cable performance.

Man of the Year

Jim Mooney and Jack Valenti square off on copyright, while Peter Ueberroth, *Time*'s "Man of the Year," forecasts cable's chances for 1988 and future Olympics television rights at a New York industry forum.

Jack Valenti (pictured) sparred with Jim Mooney on the issue of copyright fees.

Features

A&E Network: Shunning the low profile approach

Associate Editor Cecilia Capuzzi reports on the steps that The Arts & Entertainment Network is taking to heighten the public's awareness of the service and wipe out its ill-deserved reputation for "high-brow" programming. Nickolas Davatzes, president and CEO, Andrew Orgel, vice president of affiliate marketing, and A&E's vice president of advertising sales and marketing, Whitney Goit, comment on the network's national advertising blitz and efforts to fine-tune its programming fare. See pages 24-27.

Jack Frazee: New technology, new questions

John Frazee, president of Centel Communications Co., chairman of the board of C-SPAN and member of the Council for Cable Information's board, shares his thoughts on new technology with regard to the cable industry. Editor Victoria Gits talks to him about voice and data transmission, business systems and cable television, as well as such topical issues as the tenuous relationship of telephone and cable companies in major U.S. markets. See pages 28-30.

Review 22

Commenting that *Threads* "is everything *The Day After* was supposed to be," Reviewer Robert DiMatteo commends the British/Australian production premiering this month on SuperStation WTBS. The film is coupled with a documentary, *On the 8th Day*, and an informative panel discussion and makes its point without excessively gruesome special effects.

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CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984.
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
Cable Jazz Network (audio service)	8
CBN Cable Network	8
CNN Headline News/CNN Radio	14
Cinemax (East)	20
(West)	23
Country Coast-to-Coast	3
C-SPAN	19
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Keyfax National Teletext Magazine	6
The Learning Channel	16
Seeburg/Lifestyle Music	3
Lifetime	17
Love Sounds (audio service)	8
Moody Broadcasting Network (United Video/audio service)	3
The Movie Channel (East)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
New England Sports Network	13
Nice and Easy (audio service)	8
Nickelodeon	1
Professional Education Network	16
PTL	2
Reuter Monitor Service	18
Reuter News-View	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
SPN	6
Sports Time Cable Network	4
Sportstracker	3
SSS	6
Stardust	3
Star Ship Stereo	6, 8
UPI Cable News (text)	3
UPI Customized Cable News (text)	6
USA Cable Network	9
(during blackout)	22
Video Hits One	15
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	10
Biznet (Viacom)	15
Bravo (ESPN)	2
In-Touch	3
Madison Square Garden	6
National Christian Network	7
Pacific Cable Network	24
Playboy Channel	12
The Prime of Life Network	7
Santa Fe Communications	23
Satellite Jazz Network, KKGO-FM	17
SCAN	3
Sheridan Broadcasting Network	7
The Silent Network	16
SportsVision	9
Star Ship Stereo	3
Trinity Broadcasting Network	17
WPIX	19

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television (CMTV)	18H
KTVT (Dallas)	22H
The Playboy Channel	20H
SelecTV	13V

Galaxy I (Hughes)	**Transponder**
BET	17
Business Times	9
CBN	11
Cinemax	19
CNN Headline News	3
CNN/CNN Radio	7
C-SPAN	13
The Disney Channel	4,24
Dow Jones Cable News	18
GalaVision (SIN)	20
HBO (East)	23
Home Team Sports	12
The Movie Channel (East)	10
(West)	16
The Nashville Network	2
Showtime (East)	5
SIN	6
SSS Cabletext	18
WOR-TV	15
WTBS	18

Note: A company name in parentheses following a service or network designates the transponder owner
Source: International Thomson Communications Inc

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
*1	Tele-Communications Inc	3,300,000	(10/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	2,013,000	(10/84)
4	Cox Cable Communications	1,540,533	(10/84)
5	Storer Cable Communications	1,459,000	(10/84)
6	Warner Amex Cable Communications	1,191,000	(1/85)
7	Times Mirror Cable Television	993,789	(11/84)
8	Continental Cablevision	939,000	(10/84)
9	Newhouse Broadcasting	873,198	(11/84)
10	Viacom Cablevision	785,000	(10/84)
11	UA Cablesystems Corp	694,225	(11/84)
12	United Cable Television	679,572	(10/84)
13	Sammons Communications	649,000	(11/84)
14	Rogers Cablesystems	588,604	(10/84)
15	Cablevision Systems Development	560,000	(10/84)
16	Comcast Cable Communications	472,512	(11/84)
17	Heritage Communications	433,748	(10/84)
18	Telecable Corp	427,885	(11/84)
19	Jones Intercable	406,401	(10/84)
20	Capital Cities	365,000	(11/84)
21	Wometco Cable TV	300,430	(11/84)
22	Century Communications	285,000	(7/84)
23	Prime Cable	275,158	(10/84)
24	Daniels and Associates	269,139	(11/84)
25	Multimedia Cablevision	262,048	(11/84)
26	TCA Group	257,150	(10/84)
27	Centel Cable Television	255,394	(11/84)
28	American Cablesystems Corp	243,066	(10/84)
29	MacLean Hunter Cable TV	237,903	(10/84)
30	Cable Vision Industries	233,535	(10/84)
31	McCaw Communications	224,000	(10/84)
32	Scripps-Howard	210,225	(10/84)
33	Colony Communications	193,209	(10/84)
34	Adelphia Communications	191,286	(11/84)
35	Service Electric Cable TV	189,500	(12/84)
36	Rollins Cableview	185,800	(10/84)
37	Tribune Cable Communications	180,268	(11/84)
38	Communications Service	179,000	(12/84)
39	Cablentertainment	174,067	(10/84)
40	Buckeye Cablevision	169,623	(11/84)
41	Western Communications	151,354	(11/84)
42	McDonald Group	139,585	(6/83)
43	Adams-Russell Communications	137,084	(11/84)
44	Harte Hanks Communications	136,050	(10/84)
45	Harron Communications	132,644	(10/84)
46	Midcontinent Cable Systems Co	128,180	(10/84)
47	Falcon Communications	120,575	(10/84)
48	Sutton Capital Group	119,895	(9/84)
49	Midwest Video Corp	118,102	(9/83)
50	Harris Cable Corp	112,895	(10/84)
51	Televents	112,500	(11/84)
52	Armstrong Utilities	107,846	(10/84)
53	Communications Systems Inc	94,655	(4/84)
54	Multi-Channel TV Cable	94,334	(10/84)
55	Greater Media	93,300	(11/84)
56	Summit Communications	92,821	(10/84)
57	Lenfest Group	92,763	(10/84)
58	McClatchy Newspapers	83,447	(10/84)
59	King Videocable Co	82,772	(10/84)
60	Perry Cable TV	82,201	(11/84)
61	Cencom Cable Associates	81,022	(1/85)
62	The Essex Group	80,556	(10/84)
63	U.S. Cable Corp	80,000	(10/84)
64	WEHCO Video	76,862	(11/84)
65	Acton Corp	74,245	(10/84)
66	Palmer Communications	74,041	(11/84)
67	Omega Communications	74,000	(10/84)
68	Wabash Cablevision	68,752	(11/84)
69	Susquehanna Broadcasting	68,560	(10/84)
70	Booth Communications	67,360	(10/84)
71	Cable Management Associates	64,628	(11/84)
72	Sonic Cable TV	64,522	(7/84)
73	Pencor Services	62,014	(10/84)
74	Omni Cable TV	59,578	(11/84)
75	Selkirk Communications	56,007	(11/84)
76	Marsh Media	55,483	(10/84)
77	National Telecommunications	51,300	(11/84)
78	Simmons Communications	48,366	(10/84)
79	Wisconsin Cablevision and Radio	48,123	(11/84)
80	United Video Management	47,679	(8/84)
81	First Carolina Communications	46,600	(12/84)
82	Joseph Gans Cable TV	42,803	(10/84)
83	Helicon	42,613	(10/84)
84	Chambers Communications	42,383	(10/84)
85	Matrix Enterprises	41,974	(10/84)
86	Whitney Communications	41,650	(10/84)
87	Donrey Cablevision	41,209	(11/84)
88	Masada Corp	40,000	(11/84)
89	New England Cablevision	37,198	(11/84)
90	Marcus Communications	37,163	(10/84)
91	Northland Communications	37,000	(11/84)
92	Combined Cable Corp	36,200	(11/84)
93	Multivision Group	35,398	(10/84)
94	Cable Holdings	33,711	6/84
95	Star CATV Investment	33,449	(11/84)
96	The Daily Press	30,378	(10/84)
97	United Broadcasting	30,000	(3/84)
98	Mid American Media	28,523	(11/84)
99	Teltron Inc	27,147	(11/84)
100	The Karnack Corp	26,427	(7/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition, last reported basic subscriber count for Tele-Media was 277,450 (12/83)

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	251,263	(11/84)
2	Woodbury (Long Island), NY	Cablevision Systems	235,000	(10/84)
3	San Antonio, TX	Rogers Cablesystems	200,459	(10/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5	Houston, TX	Warner Amex Cable	180,000	(10/84)
6	Florida Division	ATC	179,800	(12/83)
7	East Orange, NJ	MacLean Hunter	166,923	(10/84)
8	Wayne, NJ	UA Cablesystems	134,000	(11/84)
9	Cincinnati, OH	Warner Amex Cable	126,000	(10/84)
10	Englewood, CO	United Cable	125,000	(12/84)
11	Tulsa, OK	United Cable	117,679	(10/84)
12	Audubon, NJ	Independent	117,591	(10/84)
13	Atlanta, GA	Prime Cable	117,453	(11/84)
14	Baltimore County, MD	Comcast	112,000	(10/84)
15	Tidewater (Norfolk), VA	Cox Cable	110,717	(11/84)
16	Erie County, NY	Prime Cable	109,970	(11/84)
17	Rochester, NY	ATC	108,600	(12/83)
18	San Jose, CA	Gill Industries	106,000	(11/84)
19	Jacksonville, FL	Continental	100,820	(10/84)
20	Austin, TX	ATC	98,900	(12/83)
21	Toledo, OH	Buckeye Cablevision	97,669	(11/84)
22	San Juan, PR	Harris Cable	97,512	(10/84)
23	Honolulu, HI	ATC	97,100	(12/83)
24	Central Islip (Long Island), NY	Viacom Cablevision	97,000	(10/84)
25	Seattle, WA	Group W Cable	96,260	(10/84)
26	Manhattan, NY	Group W Cable	95,750	(11/84)
27	Memphis, TN	ATC	94,300	(12/83)
28	Jefferson Parish/Kenner, LA	Cox Cable	93,364	(11/84)
29	San Francisco, CA	Viacom Cablevision	89,000	(10/84)
30	Wilmington, DE	Rollins	84,000	(10/84)
31	Grand Rapids, MI	General Electric	82,468	(11/84)
32	Dallas, TX	Warner Amex Cable	82,000	(10/84)
33	Wichita, KS	Multimedia Cablevision	81,399	(11/84)
34	Seattle, WA	Viacom Cablevision	81,300	(10/84)
35	San Diego, CA	ATC	78,900	(12/83)
36	Phoenix, AZ	Times Mirror	76,785	(11/84)
37	New Orleans, LA	Cox Cable	74,443	(11/84)
38	Boston, MA	Cablevision	73,000	(10/84)
39	Pittsburgh, PA	TCI	73,000	(10/84)
40	Pompano Beach, FL	American Cablesystems	72,000	(10/84)
41	Richmond/Henrico County, VA	Continental Cable	71,900	(11/84)
42	Flint, MI	Comcast	71,000	(10/84)
43	Broward County, FL	Storer	69,932	(10/84)
44	Tacoma, WA	Independent	69,725	(12/84)
45	South Texas, TX	Heritage	67,207	(10/84)
46	South Bend, IN	Heritage	67,120	(10/84)
47	Clearwater, FL	Newhouse	67,000	(11/84)
48	Santa Monica, CA	Group W Cable	66,543	(11/84)
49	Louisville, KY	Times Mirror	66,427	(11/84)
50	Cleveland Heights, OH	Viacom	66,000	(10/84)
51	Baton Rouge, LA	Daniels & Associates	65,296	(11/84)
52	Jefferson County, KY	Storer	65,260	(10/84)
53	Charlotte, NC	ATC	64,600	(12/83)
54	Indianapolis, IN	Wabash Cablevision	64,267	(11/84)
55	Nashville, TN	Viacom	64,000	(10/84)
56	Buffalo, NY	TCI	63,220	(11/84)
57	Columbus, OH	Warner Amex Cable	62,000	(10/84)
58	Boston Complex (Malden), MA	Warner Amex Cable	61,264	(11/84)
59	Oklahoma City, OK	Cox Cable	61,215	(11/84)
60	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,000	(10/84)
61	Allentown, PA	Service Electric Cable	60,000	(1/84)
62	Santa Barbara, CA	Cox Cable	59,970	(11/84)
63	Akron, OH	Warner Amex Cable	59,923	(11/84)
64	Syracuse Suburbs, NY	New Channels	59,842	(11/84)
65	St. Petersburg, FL	Group W Cable	59,809	(10/84)
66	Monterey, CA	Western	59,315	(11/84)
67	Kansas City, MO	ATC	59,100	(12/84)
68	El Paso, TX	Group W Cable	58,661	(10/84)
69	Snohomish County, WA	Viacom	58,600	(10/84)
70	Hartford, CT	Times Mirror	58,378	(11/84)
71	Harrisburg, PA	Sammons Communications	58,000	(11/84)
72	Las Vegas, NV	Times Mirror	57,363	(11/84)
73	Sarasota, FL	Storer	56,985	(10/84)
74	New Britain, CT	United Cable	56,893	(10/84)
75	Worcester (Leicester), MA	Greater Media	56,227	(11/84)
76	Des Moines, IA	Heritage	56,196	(10/84)
77	Bridgeport, CT	Cablevision Systems/ Scripps-Howard	56,000	(10/84)
78	Columbus, OH	Coaxial Communications	55,712	(11/84)
79	Madison, WI	Midcontinent Cable/TCI	55,389	(10/84)
80	New Haven, CT	Storer	55,385	(10/84)
81	Allentown, PA	Independent	55,000	(10/84)
82	Binghamton, NY	New Channels	54,920	(11/84)
83	Albany, GA	Storer	54,870	(10/84)
84	Mt. Prospect, IL	Cablenet	54,710	(11/84)
85	Port Arthur, TX	TCI	54,000	(11/84)
86	Westchester County (New Rochelle), NY	UA Cablesystems	54,000	(11/84)
87	Los Angeles, CA	Falcon Communications	53,500	(10/84)
88	Charleston, SC	Storer	53,445	(10/84)
89	Lexington, KY	Telecable	53,228	(11/84)
90	Escondido/San Diego, CA	Times Mirror	52,845	(11/84)
91	Canton, OH	Warner Amex Cable	52,098	(11/84)
92	Albuquerque, NM	Tribune Cable	51,885	(11/84)
93	San Rafael/Marin County, CA	Viacom	51,600	(10/84)
94	Shreveport, LA	ATC	51,400	(12/83)
95	Winston-Salem, NC	ATC	50,833	(10/84)
96	Jackson, MS	ATC	50,700	(12/83)
97	Birmingham, AL	ATC	50,000	(12/84)
98	Reading, PA	ATC	50,000	(12/83)
99	Omaha, NE	Cox Cable	48,561	(11/84)
100	Moline, IL	Cox Cable	48,125	(10/84)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

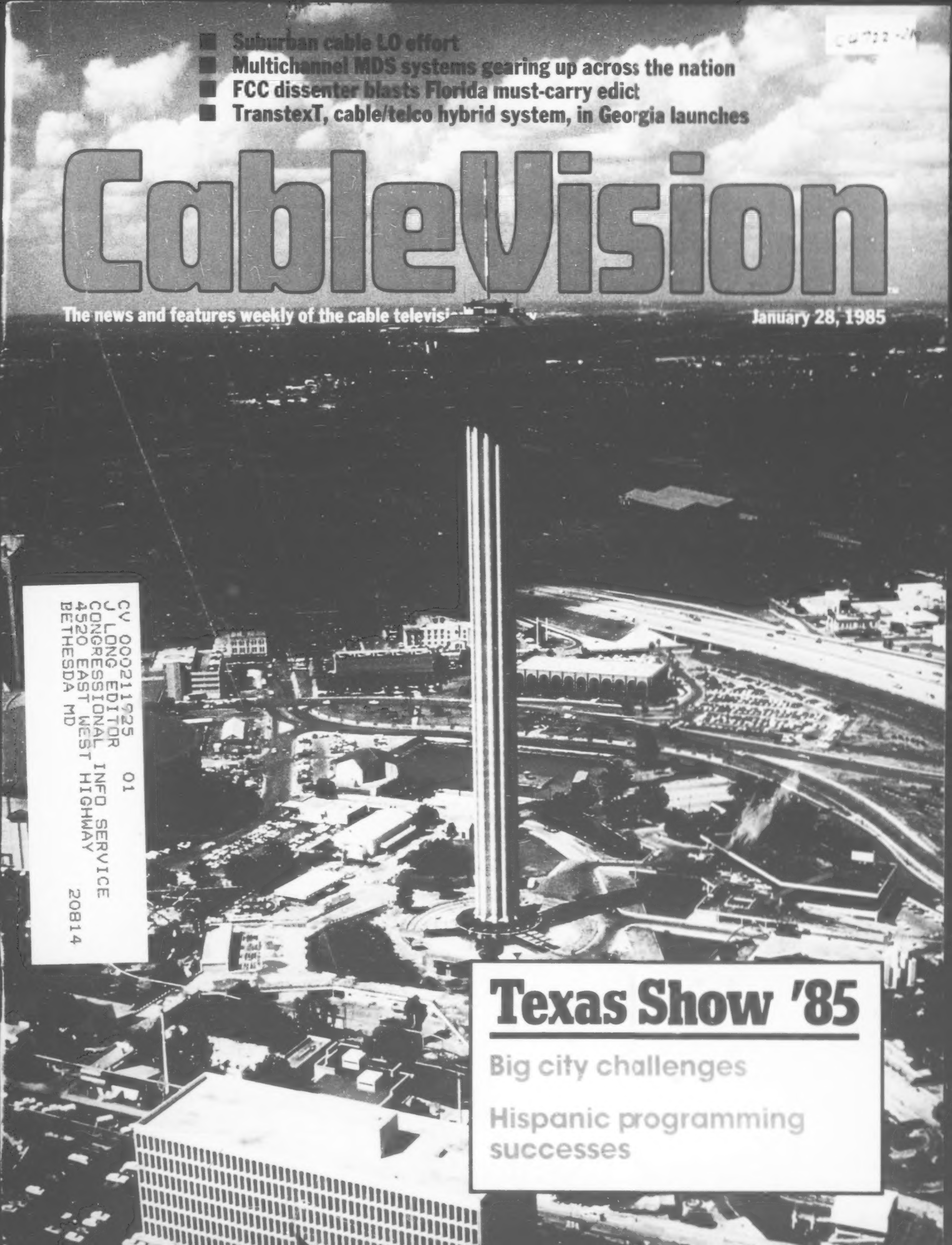
CU732-28

- Suburban cable LO effort
- Multichannel MDS systems gearing up across the nation
- FCC dissenter blasts Florida must-carry edict
- TranstexT, cable/telco hybrid system, in Georgia launches

CableVision

The news and features weekly of the cable televisi[illegible]

January 28, 1985



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Texas Show '85

Big city challenges

Hispanic programming successes

CableVision

Leading the week............11-26

duPont Award

Cable broke into the limelight last week as a New Jersey system won the industry's first-ever duPont Award from Columbia University for its documentary on public school desegregation.

Capital Connection President James Schultz is looking to start Multichannel MDS in a number of cities.

Multichannel MDS

Milwaukee, New York and Indianapolis are among the cities where multichannel MDS services are being planned in advance of the FCC's multichannel MDS license awards. Operators anxious to get their services off the ground are leasing channel capacity from ITFS license holders rather than wait for the FCC to complete its allocation by lottery.

Texas Show

The 25th annual Texas Show gets underway in San Antonio this week, where 2,000 are expected to attend.

BET birthday gift

Celebrating its fifth birthday last week, Black Entertainment Television will depend on Home Box Office, the newest of its equity partners, to market the service beginning next month.

CommuniCom no show

The status of CommuniCom, a Los Angeles cable operator, remained questionable last week after the system's owner failed to appear before the city's Board of Telecommunications. City officials want to know what will happen to the system in the wake of the withdrawal of system manager United Cable Television.

TranstexT merger

Integrated Communications Systems has brought together cable operators, telephone companies and utilities in a cooperative venture into enhanced services which is now underway in an Atlanta suburb.

TBS goes Hollywood

Turner Broadcasting was poised to enter the movie-making business last week through a joint venture with Rastar Productions. Company officials reportedly were one meeting away from concluding a co-production agreement with the Hollywood-based company for up to five feature films.

Pacific Cable cutbacks

After running into financial problems, Pacific Cable Network has cut back its daily schedule and suspended original production until more financing can be reshuffled.

TCI loss

Tele-Communications' suffered a $57-million judgment in a Jefferson City antitrust case last week. TCI is determined to appeal the decision which attorney Harold Farrow said could not possibly stand in a higher court.

Public access neglected

A California state legislator plans to introduce a bill to clear up some of the areas left unclear by the new federal legislation. Assemblywoman Gwen Moore is concerned that the new law doesn't provide for funding or staffing of public access facilities.

Stepping up

Shearson Lehman/American Express plans to step up its activities in cable and all other communications media as the sector claims a growing share of the investment banking business.

Focus on Texas

Four systems in Texas

Texas cable operators faced more than one challenge this past year. Editor Victoria Gits looks at four systems in Texas and describes the operators' efforts to put together the "right ingredients" to make a profit. See pages 30-37.

Cable and Hispanic-Americans team up in Texas

The Hispanic population of Texas is turning to cable television to get the word out about issues of concern to its community—with varying degrees of success. A number of programming efforts have fared well, while other systems have had trouble getting such programs off the ground for lack of funding or community involvement. Associate Editor Simon Applebaum provides the details. See pages 38-45.

Review..................................28

Reviewer Robert DiMatteo takes a look at The Movie Channel's first made-for-pay feature film, *The Ratings Game*. The movie, starring Danny DeVito and Rhea Perlman, tells the story of a TV series writer and producer who tampers with the ratings system in an effort to make hits of his not-so-hot shows.

About the cover

San Antonio, Texas, the site of the 25th Annual Texas Cable TV Association Convention and Trade Show.

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CABLE STATS

Cable services subscriber count

Satellite-fed national services

Basic services	**Affiliates**	**Subscribers**	**% change in subs from 12/19/83***
American Christian Television Systems (ACTS)	136	2,063,652	
Arts & Entertainment	1,700	12,000,000	
Black Entertainment Television (BET)	388	7,700,000	+43.3
Cable News Network (CNN)	6,727	30,564,000	+35.0
CNN Headline News	2,002	13,584,000	+74.3
Cable Sports Network	NA	3,000,000	
C-SPAN	1,800	20,000,000	+37.9
CBN Cable Network	4,887	27,168,000	+18.0
Country Music Television	165	4,200,000	
Entertainment & Sports Programming Network (ESPN)	9,200	34,000,000	+19.2
Eternal Word Television Network(EWTN)	204	2,600,000	+59.7
Financial News Network (FNN)	1,050	17,500,000	+45.8
The Learning Channel	615	5,231,138	+36.7
Lifetime	2,100	22,500,000	
Modern Satellite Network (MSN)	536	10,336,000	+19.6
Music Television (MTV)	2,700	24,200,000	+61.3
The Nashville Network	2,250	19,500,000	+95.0
National Christian Network (NCN)	91	1,167,728	−18.8
National Jewish Television (NJTV)	228	5,196,000	+83.9
Nickelodeon	3,700	23,000,000	+64.8
Odyssey	75	1,800,000	
Pacific Cable	200	NA	
Prime of Life	NA	7,500,000	
PTL The Inspirational Network	1,080	13,000,000	+62.5
Santa Fe Communications	26	524,723	
Satellite Program Network (SPN)	525	11,500,000	+31.5
Silent Network	242	7,200,000	
SIN Television Network†	328	29,169,000	+775.3
Trinity Broadcast Network	395	5,007,000	+49.4
USA Network	4,100	28,200,000	+41.0
The Weather Channel	1,436	15,700,000	+57.0
Video Hits One	215	3,400,000	
WGN-TV	6,128	14,746,477	+34.6
WOR-TV	1,189	4,980,908	+18.5
WPIX-TV	152	885,000	
WTBS-TV	8,290	33,111,000	+19.7
Pay services			
Bravo	132	109,000	
Cinemax	2,100	2,700,000	+8.0
The Disney Channel	2,000	1,500,000	+181.9
GalaVision	230	160,000	+28.0
Home Box Office (HBO)	5,400	13,500,000	+8.0
Home Theater Network (HTN)	400	300,000	+30.4
The Movie Channel	2,900	3,200,000	+28.0
The Playboy Channel	516	762,000	+37.0
The Pleasure Channel	NA	NA	
Professional Education Network	1	38,852	
The Rainbow Service (American Movie Classics + Bravo)	70	192,000	
Showtime	3,200	5,400,000	+16.6
Audio services			
Cable Radio Network	5	300,000	
Lifestyle	99	2,613,129	+4.5
Moody Bible Institute	42	563,578	+52.4
Satellite Jazz Network	13	768,000	
Satellite Radio Network	50	403,000	
SCAN	34	218,569	+82.1
Star Ship Stereo	1	100	
WFMT, Chicago	160	1,005,858	+23.3
Text services			
AP News Cable	375	4,300,000	−12.2
AP News Plus	1	3,000	
Cable Sportstracker	3	250,000	
Dow Jones Cable News	184	2,455,000	+44.4
Electronic Program Guide (EPG)	220	4,303,318	+89.1
Genesis Storytime	17	510,000	
Reuters News View	355	3,630,000	
UPI Data Cable	950	NA	

Non-satellite-fed national services

Bicycled services		
Fuji Network	7	4,501
Nippon Golden Network	5	8,105
The Pleasure Channel	NA	NA
Vector Consumer News	13	350,000
Vector Consumer Shopping Guide	17	550,000

Regional entertainment services

Basic services	**Affiliates**	**Subscribers**
Atlanta Interfaith	7	131,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	8	400,000
The Ecumenical Channel	7	140,000
KTVT	NA	NA
Life Newsvision	24	35,000
Madison Square Garden	56	1,800,000
Meadows Racing Network	50	420,000
MetroChannel	1	117,000
Newsday Cable	1	233,000
Sports Time	48	1,000,000
Texas Cable Network	12	730,000
Pay services		
Home Sports Entertainment—Houston/Dallas	68	100,000
Home Team Sports	22	48,000
New England Sports Network	52	21,358
PRISM-Philadelphia	88	370,000
Pro-Am Sports	40	29,500
The Superchannel	13	NA
SportsChannel (New England)	53	70,000
SportsChannel (New York)	43	394,000
Sports Time	127	45,000
SportsVision	22	97,000
Sportsvue Cable Network	25	17,000
Z-Channel	23	93,355

Announced services

Regional services	**Expected Launch**
Box Seat	2nd quarter 1985
Dodgervision	4/85
Satellite-fed services	
Almi Group Network	TBA
The Aloha Network	TBA
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
The CableShop	3rd quarter 1985
Cabletix	TBA
Comedy Entertainment Network	TBA
The Discovery Channel	4/85
Discovery Computer Network	2/85
Discovery Music Network	2/85
Ethnic Radio Networks	2nd quarter 1985
International Business Network	3/85
Kidvid Network	TBA
Magicable	TBA
Movie Time	4/85
The Nostalgia Channel	TBA
Satellite Concert Network	TBA
Star Video Music	TBA
Studioline	4/85
The Work Channel	TBA
TV Decisions	1st quarter 1985
United Satellite Network	6/85
X'Press	1st quarter 1985

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.
NA denotes not available
NC denotes no change
TBA denotes to be announced

* Percentage change is now computed using previous year's figures.
† Total SIN reach: Spanish-speaking households 3,789,800
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers currently on basic cable networks.

A&E
AT&T (N)
BMW (R)
Ford (R)
GM (N)
HBO (N)
Paul Masson (N)
Pfizer Pharmaceuticals (N)
Royal Viking Cruise Line (N)
Time Inc. (N)

BET**
Anheuser-Busch (R)
AT&T (R)
Avon (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford Motor Co. (R)
Hershey (R)
Home Box Office (R)
IBM (R)
J.C. Penney Co. (R)
Johnson & Johnson (R)
Kraft (R)
Mobil Oil (R)
Nike (R)
Orion Pictures (N)
Pepsi-Cola (R)
Proctor & Gamble (R)
Quaker Oats (R)
Sears (R)
Showtime/TMC (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marines (R)
U.S. Postal Service (R)
U.S. Treasury Dept. (R)
Westinghouse (R)
Wrigley's (R)

CBN†
B. Dalton
Black & Decker
Campbell's Soup Co.
Celestial Seasonings
Chevrolet Truck Division
Clorox
Consumer Reports
Franklin Mint
General Foods
General Mills
General Nutrition Corp.
Haines
Jeffrey Martin
Kal Kan
Kraft
Mars Candy
Nabisco
National Geographic
Nestle
Pizza Hut
Richardson-Vicks
Sears
Thompson Medical
Time Inc.
Zales Jewelry

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (N)
Gannett (N)
GM (N)
M/A-COM (N)
Time Inc. (N)

Dow Jones Cable News
Charles Schwab & Co. (R)
Consumer Report (R)
Forbes Stock Guide (N)
Jack Anderson's Washington Letter (N)
Pavarotti (N)
Smithsonian Magazine (R)

ESPN†
Apple Computers
Campbell's Soup Co.
Canon Copiers
Chevrolet
Cinemax
Goodrich
John Henry
Kodak
Mazda
McDonald's
National Car Rental
Paine Webber
Polaroid
Quasar
Sears
7-Up
Sherwin-Williams
Sports Illustrated
True Value Hardware
Trustworthy Hardware
United Airlines
U.S. Army
Winnebago Motor Homes

FNN
American National/Cellular Telephone (N)
AT&T (N)
Avis (R)
Barron's (R)
BMW (R)
Business Week (R)
Capital Preservation (R)
Charles Schwab (R)
Chicago Board of Auctions (N)
Chrysler (N)
Compaq Computers (N)
Ford/Autos (R)
G.H. Miller (N)
GM (R)
Hayes Computers (N)
Italcable (R)
Kansas City Board of Trade (N)
Merrill Lynch (R)
National Business Employment Weekly (R)
National Cash Register (N)
Newsweek (N)
Oldsmobile (R)
Shearson Lehman/American Express (R)
Transamerica (N)
Wall Street Journal (R)

MSN
Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Foods (R)
Hershey Foods (R)
Mattel Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

SPN†
Alexander Oil Color
American Artist Magazine
Asia Society
AT&T
Atari
Bank Hapoalim
Bayer
Business Times
Casio
Chamber of Enterprise
Chesebrough Ponds
China Beer
Coca-Cola
ComputerLand
Cone Thread
Continental Airlines
Dow Jones
El Al
ESTV Tours
Evenflo
Field & Stream Magazine
Fisher Pen
Gerber
Grolsch Beer
Heinz
Holiday Inn
Kimberly Clark
Los Angeles Bank
National Insurance
New Zealand Meat Exports
New Zealand Railways
New Zealand Tourism Commission
Nikon

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Malcolm E. Smith (N)
Scientific-Atlanta Magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network
Campbell's Soup (N)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)

Weather Channel
A.H. Robbins Co. (N)
American Home Products (R)
American Motors (R)
Armor (N)
Chesebrough Ponds (N)
Dial Co. (N)
Kellogg Co. (R)
Kimberly Clark (N)
LaGrand Chain (N)
S.C. Johnson Corp. (N)
Sterling Drug (R)

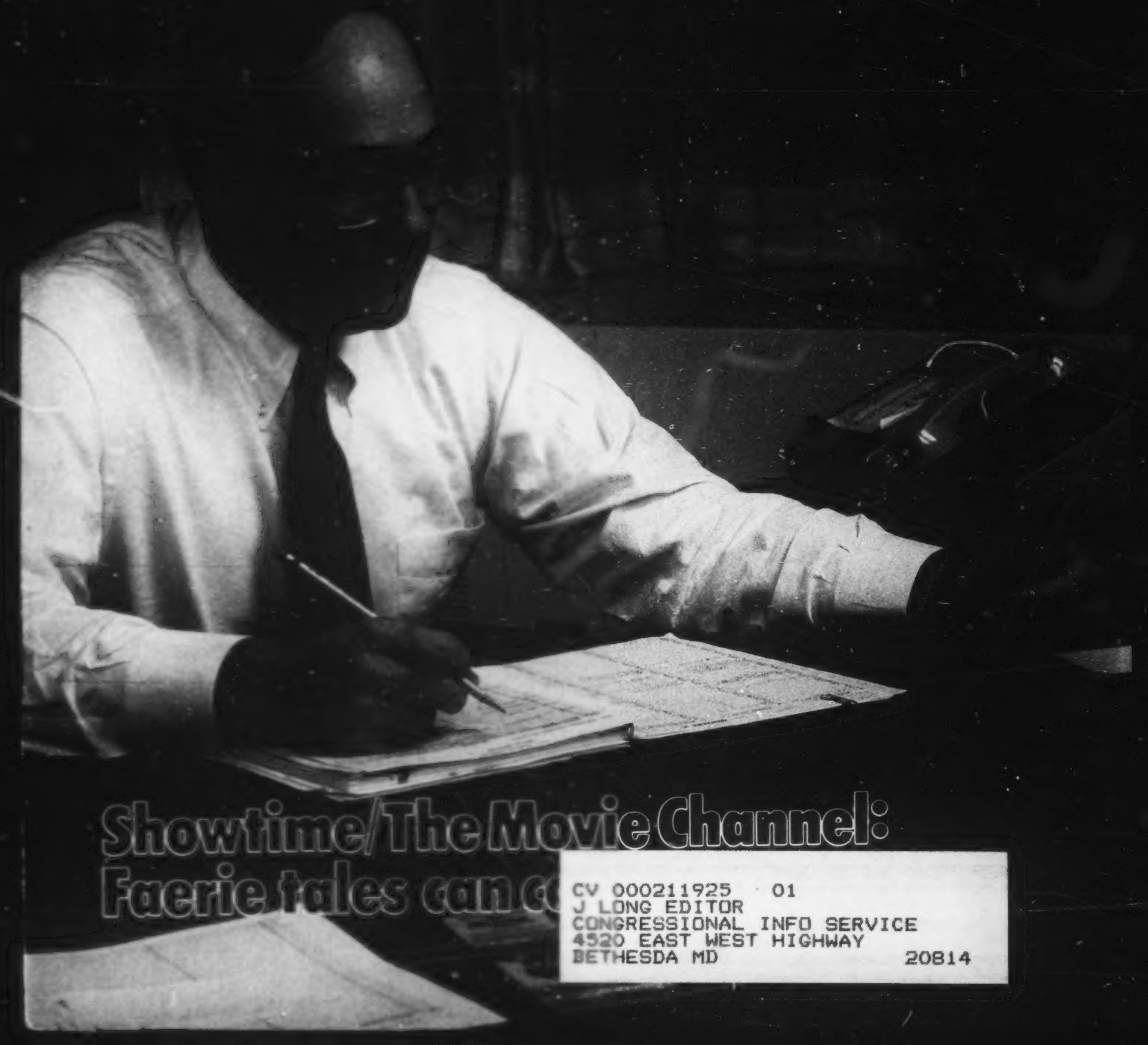
R denotes renewal client
N denotes new client
*Listing is comprised of both advertisers and program underwriters
†New and renewal information not available
**Listing includes dated information
Source: Advertising clients are provided by the program services to International Thomson Communications Inc.

- Dallas cable system may go on sales block
- Yankees and Braves sign up for 5-year cable coverage
- Debate on cable competition heats up
- PC-based billing systems hit market

CableVision™

The news and features weekly of the cable television industry

February 4, 1985



Showtime/The Movie Channel: Faerie tales can c

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J LONG EDITOR
CONGRESSIONAL INFO SERVICE
4520 EAST WEST HIGHWAY
BETHESDA MD 20814

CableVision

Leading the week 11-26

W-A considers sale of Dallas cable system

Warner Amex Cable is ready to consider proposals from several operators regarding the acquisition of its Dallas system. But the company denies that it has decided to sell the franchise.

Group W system to raise premium rates

Group W plans to capitalize on its recently renegotiated franchise agreement in Santa Ana, Calif., by raising rates and deactivating its second cable in the next few months.

And the winner . . .

A City Council committee was poised late last week to select one of two applicants to Chicago's franchise Area 1.

What cost superstations?

Turner Broadcasting's Atlanta Braves and the New York Yankees will have to pay other Major League Baseball teams millions in compensation fees over the next five years for having their games carried on superstations.

FCC gives C&P the go-ahead

The Federal Communications Commission gives Chesapeake & Potomac Telephone Co. authority to construct and maintain a cable TV system for District Cablevision Inc. in Washington, D.C. However, DCI has not yet signed the franchise agreement, eliciting much speculation and some concern.

25th Annual Texas Show

Cold weather holds down attendance but not spirits as 25th Annual Texas Show opens in San Antonio.

MTS must-carry moved to back burner

Much to the satisfaction of National Cable Television Association President James Mooney, the Federal Communications Commission decides not to require cable systems to retransmit multichannel TV sound any time in the near future. Concurrently, the commission decides to lump must-carry for program-related teletext in with its consideration of must-carry for MTS.

TCI poised for big push

Tele-Communications Inc. is set to follow up the 1984 "Cable Is Choice TV" advertising theme with a multimillion dollar 1985 campaign slated to run simultaneously in nine TCI regions. The company says there will be an added emphasis on attracting non-subscribers and pushing upgrades and remote control rentals.

CCI set for ad blitz

As part of its plans for a seven-week advertising blitz in mid-February, Council for Cable Information reports that it expects to reach more than 86 million adults with the help of the ABC and CBS television networks, along with eight major radio networks and at least nine basic cable networks.

EventTeleVision branches out

EventTeleVision, the pay-per-view joint venture between Group W Cable, Warner Amex Cable, American Television and Communications, Tele-Communications Inc. and Caesars World Productions, will offer monthly events in 1985, beefing up its programming to include movies, concerts, sports specials and informational programming in addition to its past focus on blockbuster fights.

Keleher assumes ITCI post

Patrick Keleher, executive vice president/group publisher of Billboard Publications Inc., steps in as president and chief executive officer of International Thomson Communications Inc., publisher of *CableVision* magazine. He succeeds Thomas Corcoran, who resumes his full-time role as president and CEO of the Industrial Group of International Thomson Business Press.

United plans PPV test

In order to test the effectiveness of two-way cable plant versus one-way as well as the revenue potential of certain films, United Cable plans to launch in April a pay-per-view experiment.

Features

Showtime's highly acclaimed 'Brothers' series

A closer look at Showtime/TMC

Despite programming parallels with Home Box Office drawn by some observers, Showtime/The Movie Channel Chairman and CEO Neil Austrian and others believe that some original programming and carefully orchestrated marketing campaigns are responsible for a more distinctive image and have energized the pay service's drive for increased billing. Cecilia Capuzzi provides the details. See pages 28-32.

Computerized billing for the small operator

Personal computers spell relief from the manual billing blues of smaller systems. *CableVision* looks at six companies offering a wide variety of computerized billing systems especially for the needs of the small operator. See pages 34-36.

Review 27

With MTV Networks' new music video service, VH-1, off and running, Reviewer Robert DiMatteo gives an optimistic appraisal of its chances for success. DiMatteo takes a close look at the programming fare of VH-1 as well as its VJs and "*People*ish" approach to tracking music industry developments.

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CABLE STATS

Film product comparison—February

Film	Pay Networks					Distributor
Adventures of Marco Polo, The		ST			MAX	S. Goldwyn
Adventures of Young Robinhood				HTN		Satori
Airplane II: The Sequel	(HBO)	ST				Paramount
Alligator					MAX*	C. Signal
All Night Long			TMC			Universal
Amazing Mr. Blunden, The		ST				M. Klein
Angel				MAX		New World
Anna to the Infinite Power		ST*		(HTN)		Film Gallery
Ask Any Girl		ST				MGM
Avanti!			TMC			MGM/UA
Back in the U.S.A.			TMC*			Film Gallery
Bad Boys	HBO*				(MAX)	AFD/EMI
Ball of Fire					MAX	S. Goldwyn
Beastmaster		(ST)	(TMC)	(HTN)	MAX	MGM/UA
Beau Brummel		ST				MGM/UA
Bells			TMC			The Movie Store
Bells Are Ringing			TMC			MGM/UA
Betrayal	HBO*					20th Century-Fox
Beyond the Forest		ST				Warner Bros.
Big Brawl, The		ST*				Warner Bros.
Big Chill, The	(HBO)				MAX*	Columbia
Black Stallion Returns, The	(HBO)	ST*				MGM/UA
Blame It On Rio	HBO	ST	TMC			20th Century-Fox
Borsalino			TMC*			Paramount
Brady's Escape			TMC	HTN		Satori
Brass Ring		ST		HTN		20th Century-Fox
Breathless	(HBO)				MAX*	Orion
Buddy System, The	HBO		TMC	HTN		20th Century-Fox
Catherine and Co.			TMC			Film Gallery
Challenge To Be Free					MAX	Simcom
C.H.O.M.P.S.	HBO				(MAX)	Orion
Circle of Power		ST				Interfilm
Clash of the Titans		ST				MGM/UA
Cold Feet			TMC*		(MAX)	Film Gallery
Cold Wind In August		ST				United Artists
Coma			TMC*			MGM/UA
Crackers	HBO	ST		HTN		Film Gallery
Curtains					MAX	Simcom
Cujo	(HBO)	ST			MAX	Warner Bros.
Damien: Omen II	(HBO)	ST				20th Century-Fox
Day They Robbed the Bank of England, The		ST				MGM
D.C. Cab	HBO	ST	TMC		MAX	Universal
Deadly Eyes			TMC			Warner Bros.
Deadly Force					MAX	Embassy
Doctors and Nurses			TMC			Satori
Dracula		ST	(TMC)		MAX	Universal
Dr. Detroit	HBO	(ST)	(TMC)			Universal
Dressed to Kill		(ST)	TMC*			Orion
Dusty		ST	(TMC)			Castle Hill
Eddie Macon's Run	(HBO)	(ST)	TMC*	(HTN)	MAX	Universal
Educating Rita	(HBO)		TMC*	(HTN)	MAX*	Columbia
Embryo			TMC			Viacom
Enchanted Journey				HTN		Wrightwood
Entity, The	HBO*		TMC			Universal
Escape From New York	HBO				(MAX)	Embassy
Executioner's Song, The			TMC*			Viacom
Family Upside Down				(HTN)	MAX	Columbia
Fat Chance				HTN		20th Century-Fox
Finnegan Begin Again	HBO					Consolidated Productions
Fiona		ST			MAX	Multi-National
First Blood	(HBO)				MAX	Anabasis
Fitzcarraldo			TMC*			Viacom
Fleshdance		(ST)	TMC			Paramount
48 Hours	HBO	(ST)	TMC*			Paramount
Frances					MAX	AFD/EMI
Frankenstein		ST				Showtime
Friendly Persuasion					MAX*	Lorimar
Funny Lady		ST	(TMC)	(HTN)	(MAX)	Columbia
Give a Girl a Break		ST				MGM
Grand Baby	HBO					Rainbow TV Works
Great Sinner, The		ST				MGM/UA
Hammett	HBO		(TMC)	(HTN)		Warner Bros.
Hans Christian Andersen		(ST)			MAX	S. Goldwyn
Happy Birthday To Me					MAX*	Columbia
Hasty Heart		ST				Showtime
Heart Like a Wheel	(HBO)		(TMC)	HTN		20th Century-Fox
Hero Ain't Nothin' But A Sandwich					MAX	UPA
High Noon II			TMC			Viacom
High Road to China	HBO*			(HTN)	(MAX)	Galaxy Films
Home Movies			TMC*			Scott Moger
House of God			TMC*			MGM/UA
I Am the Cheese		(ST)	TMC			Almi
Invitations to the Wedding				HTN		K-Pay
It's Showtime			TMC			MGM/UA
Jaws of Satan		ST*				MGM/UA
Joysticks		ST				Simcom
Keeper, The		ST				Paramount
Kidco	HBO					20th Century-Fox
King Kong			TMC*	(HTN)		MGM/UA
King of Hearts			TMC			MGM/UA
La Cage Aux Folles			TMC			MGM/UA
La Cage Aux Folles II			TMC			MGM/UA
Lady In Red			TMC*		(MAX)	Viacom
Lassiter	HBO	ST	TMC		MAX	Warner Bros.
Last Flight, The		ST				Best Films
Last Holiday					MAX	Janus
Legend of the Bayou		ST*				Blum
Little Darlings			TMC		MAX	Paramount
Lonely Guy, The	HBO					Universal

Richard Pryor and Christopher Reeve star in 'Superman III.'

Film	Pay Networks					Distributor
Lone Wolf McQuade	(HBO)				MAX*	Orion
Man Who Loved Women, The	(HBO)				MAX*	Columbia
Mausoleum		ST				Blum
Max Dugan Returns		ST		HTN*		20th Century-Fox
Metalstorm: The Destruction	HBO		TMC	HTN		Universal
Mike's Murder	HBO					Warner Bros.
Mixed Company			TMC			MGM/UA
Mother Lode					MAX	Atlantic
Mountain Family Robinson					MAX	Simcom
Mr. Mom	(HBO)	ST*				20th Century-Fox
Mr. Bodyguard		(ST)	(TMC)		MAX	Primetime
My Favorite Year	(HBO)		(TMC)		MAX	MGM/UA
My Tutor	(HBO)	ST			(MAX)	Universal
Nana		(ST)	TMC		(MAX)	Viacom
Never Say Never Again	(HBO)	(ST)	(TMC)	(HTN)	MAX*	Warner Bros.
Night Full of Rain			TMC			Warner Bros.
Nightmares	(HBO)	(ST)	(TMC)		MAX	Universal
Night of the Shooting Stars, The					MAX	Warner Bros.
North Dallas Forty	(HBO)	ST*	(TMC)			Paramount
Now and Forever		ST			MAX	Universal
Of Unknown Origin	(HBO)		TMC*			Warner Bros.
Omen, The	(HBO)	ST*				20th Century-Fox
Orca, The Killer Whale	(HBO)		(TMC)	HTN		Paramount
Outsiders, The	(HBO)	ST*	(TMC)	HTN		Warner Bros.
Percy		ST				Viacom
Psycho II	HBO		(TMC)		(MAX)	Universal
Pulp			TMC			MGM/UA
Purple Haze			TMC*		MAX	Columbia
Railway Children			TMC			Viacom
Rattle of a Simple Man					MAX	Janus
Return of a Man Called Horse		(ST)	TMC			MGM/UA
Return of the King		ST				Telepictures
Riddle of the Sands				HTN		Satori
Savage Harvest					MAX	S. Harvest
Savannah Smiles	(HBO)	(ST)		HTN*	(MAX)	Embassy
Say Amen, Somebody					MAX	F. Gallery
Scarface	(HBO)	(ST)	TMC*		(MAX)	Universal
Second Thoughts	HBO			(HTN)	(MAX)	AFD/EMI
Seems Like Old Times		ST*			(MAX)	Columbia
Sensuous Nurse					MAX	C. Hill
Singing Princess		ST				Best Films
Slapstick			TMC			The Movie Store
Slayground					MAX	AFD/EMI
Smilin' Through		ST				MGM
Somewhere In Time		ST	TMC*	(HTN)		Universal
South Pacific	HBO		(TMC)		(MAX)	S. Goldwyn
Spaceship			TMC			Almi
Spasms		ST				Andrews and Assoc.
Starstruck		(ST)	TMC			Film Gallery
Stay Hungry			TMC			MGM/UA
Stella Dallas					MAX	S. Goldwyn
Sting II, The			(TMC)	(HTN)	MAX	Universal
Strange Brew			TMC			MGM/UA
Strange Invaders				(HTN)	MAX	Orion
Summer School Teachers					MAX	Viacom
Superman III	(HBO)	ST*	TMC*	(HTN)	MAX*	Warner Bros.

Film	Pay Networks					Distributor
Survivors, The			TMC		(MAX)	Columbia
Tale of Four Wishes		ST				COE Films
Tender Mercies	(HBO)			HTN*		Universal
10 to Midnight	(HBO)	(ST)	TMC		MAX*	Viacom
Terms of Endearment		ST				Paramount
There's No Sex Like Snow Sex					MAX	Satori
Things In Their Season					MAX	Viacom
Time Rider	HBO				(MAX)	Simcom
Tom Sawyer		ST	(TMC)			MGM
Tootsie	(HBO)				MAX*	Columbia
Tough Enough	HBO	(ST)	TMC*	HTN		20th Century-Fox
Treasure of Alpheus T. Winterborn		ST				COE Films
Trial by Error			TMC			Atlantic
Trouble With Girls, The			TMC*	HTN		MGM
Two of a Kind	HBO	(ST)	(TMC)	(HTN)		20th Century-Fox
Uncommon Valor		(ST)	TMC			Paramount
Under Fire					MAX	Orion
Up In Arms					MAX	S. Goldwyn
Valley Girl	(HBO)	(ST)	TMC		(MAX)	Atlantic
Vigilante			TMC			FAW
Wargames	HBO*	(ST)	(TMC)	(HTN)	(MAX)	MGM/UA
Watership Down					MAX	Beheer
Wavelength			(TMC)		MAX	New World
Welcome to L.A.			TMC			MGM/UA
Westerner, The			TMC		MAX	S. Goldwyn
When a Stranger Calls			TMC			Viacom
Without A Trace	(HBO)	(ST)	TMC			20th Century-Fox
Wonderman		ST				Goldwyn
Wonder Of It All	HBO					Simcom
Woodplum	HBO					ODEC
Wuthering Heights		(ST)	TMC			Goldwyn
Year of the Gentle Tiger	HBO					TLF
Yentl	HBO	ST	TMC	HTN	MAX	MGM/UA
You Light Up My Life			TMC	(HTN)	MAX	Columbia
Young Landlords		ST				Rainbow
Zelig	(HBO)	ST*	(TMC)			Warner Bros.
Zenabel		ST*				Tri-Star

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in September, October, November, December, January and/or February.
- An asterisk indicates the film is a carry-over from September, October, November, December, January and/or February.
- In total, 192 films appear on the February schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, five films have played on all five services, 13 films have played on four of the five services, 25 films have played on three services and 47 on two services. One hundred and two were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 29, followed by Universal with 16 and 20th Century-Fox and Warner Bros. with 14.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	251,263	(11/84)
2.	Woodbury (Long Island), NY	Cablevision Systems	235,000	(10/84)
3.	San Antonio, TX	Rogers Cablesystems	200,459	(10/84)
4.	Manhattan, NY	ATC	187,900	(12/83)
5.	Houston, TX	Warner Amex Cable	180,000	(10/84)
6.	Florida Division	ATC	179,800	(12/83)
7.	East Orange, NJ	MacLean Hunter	166,923	(10/84)
8.	Wayne, NJ	UA Cablesystems	134,000	(11/84)
9.	Cincinnati, OH	Warner Amex Cable	126,000	(10/84)
10.	Englewood, CO	United Cable	125,000	(12/84)
11.	Tulsa, OK	United Cable	117,679	(10/84)
12.	Audubon, NJ	Independent	117,591	(10/84)
13.	Atlanta, GA	Prime Cable	117,453	(11/84)
14.	Baltimore County, MD	Comcast	112,000	(10/84)
15.	Tidewater (Norfolk), VA	Cox Cable	110,717	(11/84)
16.	Erie County, NY	Prime Cable	109,970	(11/84)
17.	Rochester, NY	ATC	108,600	(12/83)
18.	San Jose, CA	Gill Industries	106,000	(11/84)
19.	Jacksonville, FL	Continental	100,820	(10/84)
20.	Austin, TX	ATC	98,900	(12/83)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
*1.	Tele-Communications	3,300,000	(10/84)
2.	American Television and Communications Corp.	2,400,000	(12/83)
3.	Group W Cable	2,013,000	(10/84)
4.	Cox Cable Communications	1,540,533	(10/84)
5.	Storer Cable Communications	1,459,000	(10/84)
6.	Warner Amex Cable Communications	1,191,000	(1/85)
7.	Times Mirror Cable Television	993,789	(11/84)
8.	Continental Cablevision	939,000	(10/84)
9.	Newhouse Broadcasting	873,198	(11/84)
10.	Viacom Cablevision	785,000	(10/84)
11.	UA Cablesystems Corp.	694,225	(11/84)
12.	United Cable Television	679,572	(10/84)
13.	Sammons Communications	649,000	(11/84)
14.	Rogers Cablesystems	588,604	(10/84)
15.	Cablevision Systems Development	560,000	(10/84)
16.	Comcast Cable Communications	472,512	(11/84)
17.	Heritage Communications	433,748	(10/84)
18.	Telecable Corp.	427,885	(11/84)
19.	Jones Intercable	406,401	(10/84)
20.	Capital Cities	385,000	(11/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition; last reported basic subscriber count for Tele-Media was 277,450 (12/83).

C4722-2

- Industry cool to beer and wine ad ban
- Jurisdiction over T-pole rates still unresolved
- Speculation intensifies over W-A Cable and its sale of the Dallas system
- TBS to begin live transmission of CNN to Europe

CableVision™

The news and features weekly of the cable television industry

February 11, 1985

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A EDITOR
CONGRESSIONAL INFO SERVICE
4520 EAST WEST HIGHWAY
BETHESDA MD 20814

Sex and cable

Toeing the line between demand and outrage

The New York Tim

ffalo of Playboy TV

Rochester are known to be watching the events in Buffalo, where nearly 11,000 people have signed a petition protesting the Playboy Channel.

Viewers have to pay extra if the want the Playboy Channel part of basic

again rejects

Proposition T would have prohibited the use of public rights of way in mission of "indecent

ctober 31, 1984

Playboy TV toning down

THE PLAYBOY CHANNEL, a pay cable network available in many New York suburbs, plans to replace some adult fare such as "Candy Goes to Hollywood" with serious drama and standard comedy, according to "On Cable" magazine.

The network will risk its profitable adult audience and take a "mainstream" approach during prime-time hours, in part to halt its cancelation rate, the magazine reported. One in 10 subscribers cancels each month.

A report in the February "On Cable the cable network, founder and real

CABLEPOR THE BLUE

rnogra

ography was not protected onstitution.

"People are afraid when rms like First Amendme d when threatened with ion of popular, awar her said.

CABLE VIEWERS RALL

O&O

If Octob hat the No ke in the New York market, NBC-TV's "Live At 5" will continue to lead at 5 p.m.; WABC and CBS will slug it out at 6; WCBS ll own prime-access time with Wheel Of Fortune," and the 11 n. local news is too close to call.

WNBC once had the 5 p.m. soft-s category all to itself, but during the past two years, its two o&o s have also fielded puff stuff in hour. The October Niel WNBC ahead 7 share

Words Of Comfort

Hollywood, Oct. 30.

Jack Valenti, president of the Motion Picture Assn. of America, Thursday (25) repeated his familiar refrain against recent FCC decisions affecting the tv marketplace. At the same time he emphasized "I wan mantle any with

BOYCOTTS AIM

By JA

There's no ty, violence make cable from its con cousin. Prob the receivin

Anti-porn push sprea to Californi

By MORRIE GELMAN

Faced with a referendum that would stop its Escondido, Cal., cable system from televising "indecent material," Times Mirror Cable Television late last week was preparing to mail what amounts to a campaign letter.

The letter, earmarked for the some 30,000 cable homes passed in the North San Diego County franchise, warns if Proposition J is approved on the June 5 ballot, cable viewers might not be able to receive movies such as "The Verdict" and "Ordinary People" or made-for-pay

the Coalition for Communit sponsibility a local group, help from the Citizens for Dec Through Law, a national orga tion based in Phoenix. It is the est in a series of such efforts seem to be spreading across country.

A similar measure previous was passed in Miami. Also, yet a other cable decency drive is bein adjudicated in the courts of Utah.

And in Vista, which is Escondido, another group.

Can Mayor's TV-Watching Habits His Citizens' Moral Fiber?

nforce the laws of the state of mbus" by making

CableVision

Leading the week............11-23

Beer/wine ban

Although the growing move to ban beer and wine advertising on television and radio has "turned into a runaway freight train," in the words of U.S. Sen. Paula Hawkins, R-Fla., the cable industry has yet to rally behind the issue. And while cable programming networks would suffer a significant loss of advertising revenue due to such a ban, the National Cable TV Association has not yet begun lobbying efforts which would pre-empt legislative action.

Warner Amex buyout

With Warner Amex Cable Communications welcoming offers to buy its Dallas system, speculation about the cable firm's ultimate fate intensified last week with the *Wall Street Journal* reporting that a buyout of the American Express interest appeared imminent.

States scramble for T-pole rate jurisdiction

Utility regulatory agencies in several states are scrambling to develop laws that guarantee state jurisdiction over pole attachment rates assessed to cable operators in the wake of the Cable Communications Policy Act of 1984—much to the dismay of the operators.

Canaan TVRO venture

New York-based Canaan Communications is attempting to form a cable programming package that would be scrambled and sold to backyard dish-equipped households.

CNN in Europe

Turner Broadcasting System will begin live transmission of Cable News Network to Europe in mid-September via Comsat's Intelsat V.

TCI poised to buy USCI

As speculation continues to mount around the fate of United Satellite Communications Inc.'s Ku-band direct broadcast satellite venture, Tele-Communications Inc. has emerged as most likely to salvage the ailing operation. Industry analysts suggest several motives behind TCI's interest in the DBS service.

COST, NCTA fight piracy

A consumer media campaign touching on cable communications policy and piracy law ramifications is in the works between the Coalition Opposing Signal Theft and the National Cable Television Association, with the result premiering later this year.

W & S Systems Co. to begin testing

Westinghouse and Sanyo's joint cable equipment venture, now known as W & S Systems Co., will begin field tests of its stereo module and accompanying 550 MHz addressable converter in 10 systems before the end of the month. Two MSO contracts are also nearing completion.

FCC delays imposition of MTS must-carry

The Federal Communications Commission will not require cable systems to retransmit multichannel TV sound any time in the near future, according to an aide to FCC Chairman Mark Fowler. The decision to postpone a consideration reflects a growing commission consensus not to impose MTS must-carry until an adequate market demand for stereo TV exists.

Sportsvue throws in towel

Sports team owners in Milwaukee close down Sportsvue Cable Network, a pay channel that accumulated about $3.5 million in operating losses and only 16,000 households over the last 10 months.

Rogers' Minneapolis system wants relief

City cable officials in Minneapolis are examining financial documents provided by Rogers Cablesystems in order to set the stage for franchise relief negotiations in that city.

Justice Dept. rules on C&P's role in D.C. cable system

The U.S. Dept. of Justice rules that C&P's proposal to build and maintain the D.C. cable system would not violate provisions of the Modified Final Judgment governing the breakup of AT&T.

Features

Sex on cable

Cable programmers search for that happy medium with regard to cablecasting the titillating. They're faced with the tall task of both satiating consumer demand and assuaging those who strongly object to such material. Steve Weinstein zeroes in on the facts and nuances of sex on cable. See pages 28-32.

Home banking

As home banking services blossom and consumer acceptance grows, cable may find itself playing a bigger role in this new technology. Associate Editor John Wolfe tells us why on pages 34 and 35.

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Reviewer Robert DiMatteo likes the latest production by Showtime's *Faerie Tale Theatre*. He believes *Three Little Pigs* is "always at least on the edge of parody and up to its chinny-chin-chin in puns."

Shelley Duvall, executive producer and star of 'Faerie Tale Theatre.'

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CABLE STATS

Franchising calendar

This chart examines the franchise status of communities since January 1985.

California
Chino—BuenaVision franchise agreement revoked. Accepting proposals. (12,000 homes).
Claremont—Group W withdrew proposal. Ordinance revised to reflect new legislation. Revision of RFP to be considered by City Council.
East Yolo—conforming proposals from Cablevision, Sonics, Yolo Communications and Federal Communications Inc. to new act. Reducing each application to contract language.
La Puente—award to United Cable 11/28/84 (8,600 homes).
Los Altos—award to United Cable 12/84 (9,000 homes).
Palo Alto—negotiating with Cable Communications Co-op of Palo Alto and City Cable Partners Inc. until April (23,000 homes).
Rosemead—soliciting franchise proposals (13,114 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).
Yorba Linda—deadline extended for statements of interest (12,000 homes).

Delaware
Wilmington—negotiating with Rollins Cable (140,000 homes).

District of Columbia
Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois
Chicago—Area I, agreement with Communications and Cable to be presented to City Council (300,000 homes); Area II award to Group W (217,000 homes); Area III award to Group W (193,000 homes); Area IV award to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V award to Continental Cablevision (188,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).
Naperville—award to Rite Cable Co. of Illinois Limited 12/27/84 (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—survey showed interest in cable insufficient to warrant franchise.
Woodbridge—terminated negotiations with Multimedia (260 homes).

Kentucky
Fulton—award to TCI 12/13/84 (2,400 homes).
Loretto—no response to RFP.

Maryland
Baltimore—award to United Cable 12/19/84 (302,000 homes).

Massachusetts
Belchertown—beginning negotiations with Clearview Cablevision Inc.
Belmont—municipal ownership approved by general court, issued RFP (2,760 homes).
Berkley, Dighton, Freetown—provisional license to Continental Cablevision.
Boxborough—award to Nashoba 1/7/85 (3,100 homes).
Cambridge—public hearings finished. City manager awaiting report from consultants reviewing proposals from American Cablesystems, Cambridge Cablevision Corp. and Cable Plus. (43,000 homes).
Danvers—award to Nashoba 1/85 (8,600 homes).
East Bridgewater—award to Continental Cable 12/3/84 (2,500 homes).
Groton—reviewing proposals from Nashoba and United Cable.
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—short franchise process re-initiated. Proposals due 5/1/85.
Marblehead—award to Continental Cable 12/84.
Medfield—preliminary award to Massachusetts Cablevision Systems 10/84 (3,400 homes).
Mendon—signed final contract with Massachusetts Cablevision Systems Inc. 1/7//85 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—readvertising for proposals (1,433 homes).
Sandwich—award to Campbell Communications (5,000 homes).
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes).
Shirley—provisional license granted to Nashoba Communications 10/29/84 (1,827 homes).
Southborough—provisional license to Greater Worcester Cablevision (2,000 homes).
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84 (1,600 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan
Almont—award to Michigan Cable 11/84.
Atlas—award to Michigan Cable 8/84.
Brandon—award to Michigan Cable 11/84.
Brown City—award to Pioneer Cablevision.
Cedar Creek—award to Horizon Cable 7/84.
Dalton—award to Horizon Cable 7/84.
Goodrich—award to Michigan Cable 9/84.
North Branch—award to Michigan Cable 8/84.
Thortonville—award to Michigan Cable.
Waconia—award to Westel 12/18/84 (1,024 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Minnesota
Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dow-Sat of Minnesota 11/9/84 (973 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Bird Island—award to North American Communications Corp. 10/84 (566 homes).
Cannon Falls—award to North American Cable Communications Corp. (1,060 homes).
Credit River—award to North American Communications Corp. 10/84 (880 homes).
Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—award to Individual Satellite Systems 11/84 (400 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).
Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—award to Dow-Sat of Minnesota (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—award to Dow-Sat of Minnesota (481 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).

Murdock—award to Cavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—evaluating proposals from North American Cable Communications and Rite Cable (1,272 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—award to Westel 12/18/84 (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Keene—received one proposal from Group W. Group W currently under a non-exclusive franchise until 1991. (22,000 homes).
Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Sandown—cable committee has recommended Continental Cable to Board of Selectmen. Board will vote in March to negotiate final agreement.

New Jersey

Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—reviewing proposals from Marsh Media, Greater Media, Patterson Communications Network, Patterson Cable Services and U.S. Cable and TCI (55,000 homes).

New York

Mt. Upton—NewChannels denied award; future uncertain.
North Salem—award to Community Cable Services 12/84 (1,100 homes).
Norwich—terminated franchising process (100 homes).
Portland—Tribune Cable, Harborview, and U.S. Cable sent letters expressing interest. (150 homes).

North Carolina

Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—RFPs issued, bids due 3/15/85.
Lordstown—cable issue dropped after feasibility study.
Oberlin—preliminary award to Oberlin Cable Co-op (2,600 homes).

Oregon

Dunthorpe—no response to RFP.
Seattle—city is divided into four parts; Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.
Sylvan—city commissioner to vote late February on Sylvan Video Cable (1,200 homes).

Pennsylvania

Philadelphia—city is divided into four areas; Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island

Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—award to Bellevue Cablevision Inc.; appealed before Rhode Island Superior Court and Rhode Island Supreme Court (29,500 homes).

Virginia

Manassas—reviewing proposals from Cablevision of Manassas Ltd., Teleset Communications Inc., C4 Media of Manassas Ltd. and City of Manassas Cable (5,510 homes).

Washington

Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/17/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 8-FG
2.	Los Angeles	City is divided into 14 areas (A-n); 11-OP, 3-UC
3.	Chicago	City is divided into five areas: Area I-FP, Areas II, III-OP, Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	OP/UC
16.	Atlanta	OP
17.	St. Louis	UC/FG
18.	Tampa/St. Petersburg	OP/OP
19.	Denver	OP
20.	Baltimore	FG
21.	Sacramento/Stockton	OP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	OP
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34.	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.

- United Cable L.A. newbuild hits snag
- Nabu Net eyeing return to U.S.
- Financing breakthrough in Detroit
- 1984 system sales roundup

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Selling Choice:

The cable juggernaut is under way

CableVision

Leading the week........11-23

United Cable of L.A.

United Cable Television of Los Angeles Inc. has told the city it will not build its $60 million East San Fernando Valley franchise unless the city grants the company a 10-year renewal of the franchise. It expires in January 1987.

Indictments

Seven indictments were handed down against Cox Cable's Virginia Beach system for violations of Virginia's anti-obscenity statute for carrying The Playboy Channel.

Nabu to be marketed

Amway Corp. will begin to market Nabu in Ottawa in the first step that is hoped will lead to a major push in the US.

CommuniCom

In federal bankruptcy proceedings on Feb. 12, CommuniCom, Los Angeles' largest cable system, was allowed to borrow an additional $1.75 million to keep the company operating until April 19.

Tall task

The Federal Communications Commission gets input from Congress in implementing the act in a fashion consistent with legislative intent, as the cable industry, Justice Department and cities all tout their own definitions of "effective competition" and "basic cable service."

CCI campaign off and running

The Council for Cable Information's long-awaited cable image-building advertising campaign kicks off. The eight-week $6 million, national push features the theme line "Cable: Not just more choice, your choice."

TNN anniversary concert celebration

The Nashville Network will celebrate the start of its third year by presenting a Radio City Music Hall concert March 7 and premiering three new series on the service the following month.

TCI judgment revision

The damage award against Tele-Communications Inc. in the Jefferson City, Mo., lawsuit may turn out to be closer to $33 million or $36 million instead of the widely reported $57 million, according to attorneys from both sides.

CNN chief found

Cable News Network Beirut Bureau Chief Jeremy Levin, missing and presumed kidnapped by Moslem terrorists more than 11 months ago, was found Feb. 14 at a Syrian Army base in Ballbek, Lebanon.

Beer and wine ban goes flat

The movement to ban beer and wine advertising from television and radio appears to have lost momentum following the Feb. 4 hearing before the Senate Subcommittee on Alcoholism and Drug Abuse.

Twelve states claim pole rate authority

The Federal Communications Commission Feb. 11 released its latest list of states that have claimed the authority to regulate pole attachment rates.

Barden has the bucks

Don Barden of Barden Cablevision says he has the financial commitment to begin wiring the city by as early as this summer, provided Detroit officials agree to the concessions he is seeking.

Showtime/TMC study: VCR no threat to cable

A $100,000 study by the pay service finds that cable penetration is higher in VCR households, with 35 percent of VCR owners subscribing to a pay service. It also finds that VCR households are more likely to be multipay subscribers and less likely to disconnect cable service.

COVER STORY

About the cover

The Council for Cable Information's long-awaited, $6 million cable image-building campaign is off and running. (See **Leading the week**)

Cable brokers' report

Cable brokers look back on 1984 as a great year and look forward to 1985 as an even better year to sell systems. Editor Victoria Gits reports that there is "a strong foundation at the heart of the cable industry" on pages 28-32.

Review 24

Bob DiMatteo reviews HBO's new premiere film *Finnegan Begin Again*. Mary Tyler Moore and Robert Preston star in this sophisticated comedy with a heart.

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Cable Brokers' Report: '84 system sales pace continuing in '85

Brokers agree that 1984 was a great year and 1985 promises more of the same, with cable system prices buoyed by solid demand and strong bottom line performance.

By Victoria Gits

Judging by the upbeat mood of cable brokers, 1984 was a great year to be in cable and an even better year to sell a system.

Confounding the reports of some of the nation's leading newshounds regarding the imminent demise of the cable industry, there was a strong market in the buying and selling of cable systems. Prices are up over 1984 and bankers are clamoring to get a piece of the action.

"As fast as we get listings, we get offers," says Pat Thompson of Denver.

A strong market

True, so much doubt continues to plague the big-city builds, they'd go at fire-sale prices. But if you're talking about small, classic or suburban midsize plants, they are selling at a premium. Brokers say prices are up from "slightly" to as high as 20 percent over 1983.

Buyers are looking at 45 to 50 percent operating margins, predictable cash flow, inherent population growth and maybe a shot of marketing to boost sales. Never mind transactional banking, pay-per-view and the other Christmas tree ornaments. People are spending good money for plain vanilla cable, to quote TCI's John Sie, and will probably continue to do so in 1985.

A look at Daniels and Associates, the leading broker, shows total volume was $561.2 million in 1984, compared to $608.3 million in 1983. But Daniels' investment banking division did a brisker business, logging $192 million in debt or equity placement, compared to $58 million last year. The number of deals done on the broker side was down slightly from 46 to 43 in 1984.

The disparity had something to do with four transactions exceeding $50 million each in 1983, and two of those were over $100 million. In 1984 there were only two deals over $50 million.

Executive Vice President Phil Hogue says prices were "a little stronger in 1984." While small system prices were down, he says, older, urban systems were reaching their peak. Buyers were looking for systems with 10,000 to 25,000 subscribers.

Hogue believes the market will continue to be positive as the year takes off with a "vigorous economy, manageable interest rates and a conducive tax situation."

Taking the average, hypothetical, healthy cable system as an example, Hogue figures a buyer can count on a 10 percent cash flow increase compounded annually. Some of the growth will come from increasing basic rates from the current average of $9 to the $15 most observers seem to think the market will bear. If one were to add in more specula-

	Year	Brokerage System Sales (in millions)	Number of Deals	Debt or Equity Placement (in millions)
Daniels & Associates	83	$ 608.3	46	$ 58.0
	84	561.2	43	192.0
Communications Equity Associates	83	261.0	31	4.5
	84	256.3	39	86.4
Waller Capital Corp.	83	35.0	N/A	6.0
	84	50.0	5	10.0
CableInvestments Inc.	83	14.0	N/A	8.0
	84	34.5	10	15.0
Coaxial Brokerage	84	22.0	N/A	N/A
Pat Thompson Co.	83	12.0	N/A	—
	84	14.0	10	—
Charles Greene Associates	83	8.0	5	1.5
	84	11.4	8	1.5
Firstmark Financial Corp.	83	(not active in brokerage in 83)		
	84	4.1	3	—

Daniels & Associates

System Location	Buyer	Seller	Basic Subs	Homes Passed
Cambridge, MD	Simmons Comm.	Bob Precht	4,500	5,700
Calais, ME	—	Dale Wing	1,800	2,000
Breckenridge, CO	Bruce Plankinton	Rock Associates	3,700	3,800
Madison, WI	Complete Channel	US Cable	11,000	23,000
Texkan Communications	Cardiff	CSI	5,100	7,200
Burnsville, NC	Cencom	Ray Miller	2,300	5,000
Buncombe, NC	Cencom	Ray Miller	8,000	15,000
Cape Coral, FL	Alan Gerry	Avatar	14,000	17,500
Boulder City, NV	Tony Moors	Earl Preston	400	500
Smethport, PA	Tele-Media	Terry Palmer	2,010	2,450
Hudson, MI	Triax Cable Inc.	Diversified Services inc.	1,500	—
Redlands, CA	Act II/Daniels	Field Enterprises	19,250	45,000
Chesapeake, VA	TCI	Cross Country	22,000	34,000
Raton, NM	TCI	Rock Associates	4,600	5,300
Tecumseh, OK	Transwestern Video	Teltran Corp.	2,600	1,000
Beckley, WV	Tele-Cable Corp.	Ralph Diehl	2,047	2,614
Piketon, Ohio	Tele-Media Corp.	Whitney Cablevision	3,100	5,000
Hamilton, NJ	TKR Cable	Consolidated Comm.	18,600	30,000
Burns-Hines, OR	ELRA Group	Arlie Olster	1,820	3,500
Deland, FL	Cablevision Industries	Group W	23,000	45,000
Prairieland, IL	Peter Smith & Co.	Prairieland	8,300	13,750
Chicago, IL suburbs	American Cable Sys.	Warner Amex	24,500	48,500
Glasgow, VA	First Carolina Comm.	Nancy Royal	427	651
Amherst, VA	First Carolina Comm.	Nancy Royal	2,250	5,100
Pittsburgh, PA	TCI	Warner Amex	75,000	165,000
Marquette, MI	TCI	Marquette Corp.	6,400	17,000
Yucca Valley, CA	Century Communications	Group W	11,000	12,000
Needles, CA	CP National	Bill Sinkunas	1,200	2,184
Macon, MO	St. Joseph Gazette	George Myrick	2,000	2,800
Watonga, OK	Satellite Syndicated Systems	T&T	2,100	3,800
Huntsville, TX	TCA	TCI	6,700	10,000
Chillicothe & Henry, IL	Dowden Communications	Harvey Reynolds	3,000	4,900
Rawlina, WY	TCI	Group W	4,098	4,448
Oscoda, MI	Rock Associates	ATC	6,741	9,000
Communications Service Inc. (CSI)	CSI Mgmt. Inc. & Liberty Mgmt. Inc.	CSI	160,000	280,000
St. Louis, MO suburbs	Cencom Cable	Warner Amex	38,000	89,000
Bolling AFB	Rite Communications	Mercure	3,000	6,000
W. Palm Beach, FL	Sunbelt Cable	D. Chambers	5,742	27,000
Tulsa, OK	TCI	Midwest Comm.	13,150	25,500
Communities in OK, NM, CO and TX	Satellite Syndicated Systems	Dorate Inc. & Dorate Interstate	12,000	14,000

Executive Vice President Phil Hogue, Daniels and Associates, believes the market will continue to be positive as the year takes off with a "vigorous economy, manageable interest rates and a conducive tax situation."

tive items, like increased revenues from new pricing strategies, sales of remote controls and pay-per-view, the annual growth factor could be as much as 15 percent, Hogue estimated.

The bankers

Hogue added that romancing the cable industry seems to be much on the minds of bankers these days. They like the predictable cash flows and are no longer so worried about competing delivery systems.

Bob Brown, president of Cable-Investments of Denver, calculated that the average cash flow multiple associated with a sale in 1984 was 10.44—with a range of 6.5 to 14 times cash flow. It's a figure that compares nicely with last year's average of 8.4. He credits the decline of interest rates over a year ago for the improvement.

As for all the bad publicity cable suffered through in 1984, you could say sellers must have been crying all the way to the bank about it. Says Brown, the dire reports may have scared off stock market customers, but didn't seem to touch the private market.

Brown agrees with Hogue that banks have become terribly aggressive. Now that they see the payouts coming through on some systems, they all want to get into the act.

Buying and selling

The passage of cable legislation has added an element of "legitimacy," in Brown's words, though it has yet to have an observable effect on prices. The new law means "we are entering a period of less risk," especially as far as the right of renewal is concerned, Brown says.

Rick Michaels, chairman of Communications Equity Associates, based in Tampa, Fla., reported that 1983 was better in terms of total sales volume, but that 1984 was his "best year ever" in terms of net income.

CEA did $261 million in brokered deals in 1983 and $256.3 million in 1984. It raised $86.4 million in debt or equity placement in the most recent year, compared to $4.5 million the year before.

The values of small, classic systems having 1,500 subs or less were down over the high mark of late 1981, says Michaels. Premium prices went for the suburban or "old urban" system with 5,000 to 40,000 subscribers and growth potential. These were selling for an average of 10 times annualized cash flow—near to or at the historical high, says Michaels.

As for the blue-sky systems conceived in the great giveaway era, Michaels sees disaster ahead. "There are attractive urban systems," he says, but some of the well-known big-city builds would sell at a loss today.

Based in New York City, John Waller Capital Corp. managed a healthy $50 million in volume, up $15 million over 1983. President John Waller points out there is a lot of action on the part of the mid-size, entrepreneurial MSOs with 100,000 to 200,000 subscribers.

Rick Michaels, chairman of Communications Equity Associates, based in Tampa, Fla., reported that 1983 was better in terms of total sales volume, but that 1984 was his "best year ever" in terms of net income.

In 1983 bad publicity scared off some, Waller says, but by now "everybody has gotten used to lower pay TV revenues, and they have factored that into the projections.

"Prices were a little higher in 1984 than in 1983," he says. There were many more buyers than sellers and they were a lot more active. Banks and insurance companies are looking at the industry as something "steady and predictable, with a low-risk, modest return at worst, significant appreciation at best."

Banks aren't interested in the fancy extras, either, Waller says. While some may tout a bonanza in pay-per-view revenue potential, "Banks won't buy it," Waller says.

Charles Kadlec of Frazier Gross and Kadlec, a Washington, D.C., broker and appraisal firm, says, "In 1984 there was plenty of money chasing deals. I don't think there will be a shortage of capital in 1985. There's still a lot of

Communications Equity Associates

System Location	Buyer	Seller	Basic Subs	Homes Passed
Victorville, CA	Hi-Desert Cablevision, Ltd.	Times Mirror	8,200	10,750
Byrson City & Robbinsville, NC	N/A	Nantahala Corp.-Limited Partnership	N/A	N/A
Murfreesboro, AR	Satellite Syndicated Systems, Inc.	Curtis Turner	680	715
Alachua, High Springs, Branford, Cross City, Chiefland, Micanopy, McIntosh & Marion & Reddick Co., FL	North Central Florida Cable Associates	American Communications & Television, Inc	4,800	6,000
New Port Richey & Safety Harbor, FL	Gulfstream Cablevision	Group W Cable, Inc.	4,450	10,300
Trenton & Archer, FL	Mickelson Media	Florida Clearview	590	900
Ripley, Ravenswood, Madison, Point Pleasant, Mount Hope, Alderson & White Sulphur Springs, West Virginia & Prestonsburg, KY	Consolidated Communications Group of West Virginia	Cablentertainment of West Virginia	17,427	24,132
Perris, Murietta Hot Springs, Sunnymead, Morena & surrounding unincorporated areas/Riverside County, CA	American Cable TV of Redlands	Times Mirror	3,220	6,187
Blue Earth & Elmore, MN	Community Tele-Communications Inc. (sub. of TCI)	B.E. Cablevision Inc.	1,535	1,850
Highland Beach, FL	Centel Corp.	Highland Beach Cable TV Thomas Communications Tom Gullett & Doug Shank	600	3,500
Escanaba, Iron Mountain, Ironwood, Calumet & Sault Ste Marie, MI	Bresnan Communications Corp.	Group W Cable	27,789	32,431
Wartburg, Oakdale & Morgan City, TN	Paradigm Communications Inc.-Jim Kingsdale	Morgan County Cablevision, Billy R. Jones & Bert E. Hooper	2,800	4,200
Jasonville, IN	Galaxy Cablevision Inc.	Omni Cable TV Corp.	375	1,000
De Queen, AR & Wright City, OK	Satellite Syndicated Systems Inc.	Television Cable Co. Kyle Moore	1,900	2,275
Franklin, Livermore, Calhoun Hardinsburg, Cloverport, Hawesville, KY, White House, TN	Midwest Cable Inc.	Dear Publication & Radio Inc.	4,025	8,600
Manchester, VT (28 communities in & around)	Gateway Cablevision	Justin Mueller EMCO CATV Inc. & Granville Cablevision Inc.	7,600	10,735
Comanche, TX	Oliver Hensler Rockport Cable TV	Midwestern Company Inc.	1,800	N/A
St. Paul, Lebanon & Honakee, VA & Mountain City, TN	CCG-A wholly owned subsidiary of Consolidated Communications Group	American Cablesystems of VA & TN Inc.	5,300	7,100
Plantation, FL	American Cablesystems of Florida	Group W Cable Inc.	6,300	13,000
Reed City & Evart City, MI	Centel Corp.	Osceola Cable TV	1,300	1,700
Immokalee, La Belle, Port La Belle, Hendry Co. & Collier Co., FL	Century Telephone Enterprises Inc.	Warner Amex	2,000	4,000
Mobile County, AL	The Essex Group	Bayou Cablevision Inc.	4,000	7,000
Burlington & New Straum, KS	Earl Hurst HSI Communications Inc. of Osage City, KS	Television Cable Co. Kyle Moore	1,270	1,350
Marlin, TX	Southern Cablevision Corp.	Times Mirror	1,900	2,900
Deltona, Volusia Co., FL	Cablevision Industries of Florida Inc.	Acton CATV Inc.	1,900	4,900
Radnor, PA	Radnor Cablevision Inc. (an affiliate of Adelphia Communications Corp.)	Storer Communications inc.	3,300	10,200
Toms River (15 other contiguous areas located in Ocean County, NJ)	Adelphia Communications Corp.-Limited Partnership	Clear Television Cable	57,000	75,000
Bellaire, Neffs & Glencoe, OH	TCI Growth Inc.	Bellaire Antenna Systems Inc., John Nowak	3,200	3,605
Cities of Westlake, Moss Bluff, De Quincy, Vinton, Welsh, Roanoke, Lake Arthur, Kinder, Oberlin & Elton, LA	Cencom Cable Associates	Louisiana Cablevision	7,700	16,400
Ambler, Whitemarsh, Whitpain, Lower Gwynedd & Springfield Township, PA	Adelphia Communications Corp.	Telecable of Montgomery County	5,200	10,300
Atlantic City & Brigantine, NJ	Cablentertainment Inc.	McGinty-Atlantic Coast TV Cable Corp.	22,000	28,500
Red Springs, Elizabethtown, Fairmont, Pembroke, Raeford, St. Paul, NC	Alert Cable TV of NC Inc. (a subsidiary of Wometco)	The Jones Group	3,870	N/A
La Grange, Crestwood, Orchard, Grass Hills, & unincorporated areas of Oldham City, KY	Daniels Ltd. Partnership ACT II	Oldham County Cable Television Co. Inc.	2,800	N/A
Giddings, La Grange, Wilmer, Schulenburg, Hallettsville, TX	Clive Runnels	Television Cable Co. Kyle Moore	5,200	N/A
Clover, North Carolina	Helicon Corp.	Mills Communication, Inc.	500	N/A
Edwardsville, Troy, Highland, Granite City, Pontoon Beach,	First Carolina Communications Inc.	South-Western Cable TV Inc.	21,400	N/A

System Location	Buyer	Seller	Basic Subs	Homes Passed
Mitchell, Millstadt, Dupo, Waterloo, Columbia, Marysville, Collinsville, Caseyville, Hollywood Heights, Glen Carbon, IL				
Bridgeport, Stratford, Woodbridge, Fairfield, Orange & Milford, CT	Cablevision Systems of Southern Connecticut	Bridgeport Cable Television Associates	50,000	N/A
Nine communities in western Oakland County, MI	Greater Michigan Cablevision Inc.	Greater Media Cablevision of Western Oakland County	N/A	N/A

Waller Capital Corp.

System Location	Buyer	Seller	Basic Subs	Homes Passed
Kenova, WV	Armstrong Utilities Inc.	C. K. Video Inc.	9,300	17,000
Larksville, Jackson Township, Plymouth Township & Hunlock Creek Township, PA	Joseph S. Gans, d/b/a Cable TV Company	Valley Video Cable TV Inc. & Shawnee TV Cable Co.	1,500	2,100
Ahoskie & Murphreesboro, NC & Emporia, South Boston & South Hill, VA	VaCar Cablevision Ltd., an affiliate of First Carolina Communications	Corinthian Cable Corp.	8,000	10,000
Terrell, Seagoville, Forney & Balch Springs, TX	Friendship Cable Ltd.	Storer Cable TV of Texas Inc.	4,100	10,000
Northampton Township, PA	Lenfest Bucks Inc., a Lenfest Group Company	CMR Corporation T/A Hampton Cablevision	5,000	6,700

CableInvestments Inc.

System Location	Buyer	Seller	Basic Subs	Homes Passed
Merkel, Roscoe, TX	Little Co.	Vinegaroon Corp.	1,065	1,600
Crescent City, CA	Tidel Partners	Tidel Communications	5,200	7,000
Colville, Chewelah, Kettle Falls, Northport, WA	Tidel Partners	Tidel Communications	3,050	4,000
Oakridge, OR	Tidel Partners	Tidel Communications	1,800	2,400
Rochdale Village, NY	Rochdale Partnership	SATV Corp.	2,350 projected	5,960
Newcastle, Upton & Moorcroft, WY	Cablevision Services	Webb Family	1,770	2,225
Swedesboro, NJ	Signet Communications	Penn Communications	6,000	11,500
Springfield, Chester, Perkinsville, Woodstock, Reading & Windsor, VT	Eastern Communications	Bernard Young, et. al.	5,666	7,941
Peterborough, Jaffrey, Walpole & Charlestown, NH	Eastern Communications	Bernard Young, et. al.	2,681	4,220
Apollo Beach, FL	Orcable, Ltd.	Chase Group	5,000	15,000

Pat Thompson Co.

System Location	Buyer	Seller	Basic Subs	Homes Passed
Sand Point, Clark Fork, Garfield Bay, ID	Northland Communications Inc.	Kootenai Communications Inc.	2,300	N/A
New Hampton, IA	Holiday Cablevision	New Hampton Cablevision Co. Inc.	579	N/A
Wadesboro, Anson County, NC	Cable Management Associates	Cablevision of Wadesboro Inc.	1,200	N/A
Garibaldi, Bay City, Rockaway, OR	Home Communications Inc.	Northwest Cable	1,800	N/A
Boron, Desert Lake, CA	Home Communications Inc.	Kirby Cable TV	800	N/A
Bryson City and Robbinsville, NC	Cable Management Associates	Mid-Atlantic Cable Corp.	1,300	N/A
North Davidson County, NC	Cable Management Associates	North Davidson Cable Inc.	2,100	N/A
Tillamook, OR	Northland Communications Inc.	Tillamook Television Inc.	3,100	N/A
Monument, Woodmoor, Palmer Lake, CO	Cardiff Communications Inc.	Cable West Corp.	675	N/A
Johnston County, NC	Cable Management Associates	Kountry Kablevision of Johnston County Inc.	1,000	N/A

money out there. There have been very few defaults; the track record is good."

The outlook

Kadlec doesn't expect the cable industry to suffer much from possible changes in the tax laws. He says most of the cable limited partnerships not only are tax shelters, but also are income producers. Most of the tax law changes are aimed at high tax shelter vehicles in the oil and gas industry, Kadlec says.

Brokers agree that 1985 looks good for system sales. They expect prices to be as high or higher than they were in

President John Waller of Waller Capital Corp. stated that "Prices were a little higher in 1984 than in 1983." There were many more buyers than sellers and they were a lot more active. Banks and insurance companies are looking at the industry as something "steady and predictable, with a low-risk, modest return at worst, significant appreciation at best."

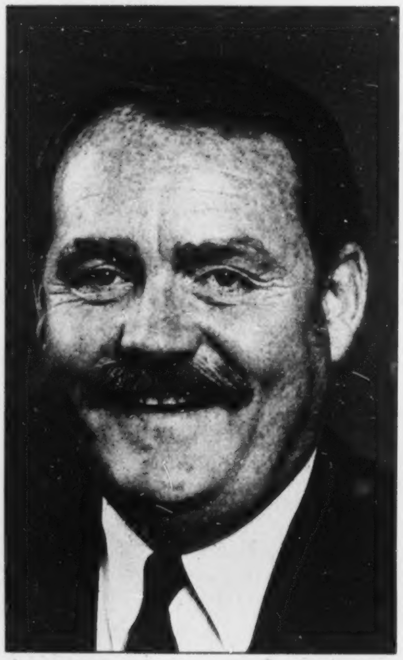
Charles Greene Associates

System Location	Buyer	Seller	Basic Subs	Homes Passed
Correctionville, Danbury, Holstein, Kingsley, Lawton, Moville & Whiting, IA (7 systems)	CMI Cable of Iowa Inc.	Satellite Communications Company of Nebraska Inc.	1,200	2,465
Burlington, Gridley & LeRoy, KS	*HSI Communications Inc.	Television Cable Co. & Coffey County Community TV Co.	1,775	1,980
Limon, CO (1 system)	Cripple Creek Cable Inc.	Vern's TV & Radio	860	1,159
Grape Creek, Bronte, Robert Lee & portions of Tom Green and Coke Counties, TX (2 systems)	West Texas Cablevision Inc.	C&H Services Inc.	1,445	2,300
Valliant, OK (1 system)	Satellite Syndicated Systems Cable Television of the Southwest Inc.	DHL Cable TV Inc.	1,445	2,300
Chattaroy and portions of Mingo County, WV, and portions of Pike County, KY (1 system)	Cable Franchises Inc.	Chattaroy Cable Co. Inc.	868	1,090
Roscoe, Merkel, Tuscola & Buffalo Gap, TX (3 systems)	Big Country Cablevision Inc.	DBL Corp.	1,395	2,505
Coldwater, Bronson, Quincy & various townships in Branch County, MI (1 system)	Michigan Energy Resources Co.	Coldwater Cablevision Inc.	5,000	6,000

*Represented the buyer on this transaction.

Firstmark Financial Corp.

System Location	Buyer	Seller	Basic Subs	Homes Passed
Flora, Rossville and Camden, IN	Columbia Cablevision II, Ltd.	Flora Cable TV Inc., Rossville Cable TV Inc. and Camden Cable TV Inc.	747	N/A
Lakeland, Ray City, Pearson Willacoochee, Hihira, Cecil, and Alapaha, GA	Southeast Cablevision Investors Ltd.	Tri-County Cablevision Inc.	2,447	N/A
Naples, Omaha, Dangerfield, Linden, Lone Star and Hughes Springs, TX	Caddo Cablevision, Ltd.	Caddo Cable Communications Inc., Omaha Cablevision Inc.	2,239	N/A



Bob Brown, president of CableInvestments of Denver, says the dire reports may have scared off stock market customers, but didn't seem to touch the private market.

"As fast as we get listings, we get offers," says Pat Thompson, president of Pat Thompson Co. in Denver.

1984. But what about the longer run?

Pat Thompson tends to the more conservative approach. Dealing mostly in smaller systems, she saw 1984 cash flow multiples ranging from seven to eight times for fully saturated systems, up to 10 to 12 times for systems with a lot of homes to be built.

In her view growth comes from slow increases in subscriber ranks, a stable economy and gradual acceptance among consumers. She believes that $30 is about the most one can expect to charge for cable service.

Broker Rick Michaels, who happens to have a side business operating cable systems as well, says a buyer should look for opportunities that have the potential of returning a compound rate of return of 25 percent for five years.

He sees increased revenues in the near term from steadily increasing basic rates and pushing extras like remote control, stereos and second sets. Pay-per-view is "way out" on the horizon. In the meantime intelligent operators can generate more cash by tightening up on converter deposits, bad debts, cable thieves and chronically late bill-payers, Michaels says.

A strong foundation

The lesson to be learned from 1984 seems to be that despite all the handwringing about the decline of pay TV sales and the inroads of VCRs, there is a strong foundation at the heart of the cable industry. That's why insiders like Monty Rifkin, Gus Hauser, Bill Bresnan and Bob Rosencrans continue to buy their way back into the game even though prices are on the ceiling.

As Rick Michaels aptly put it, "The same players are sitting down to play poker every day." Maybe they should get credit for knowing something. ■

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source CableProFile Data Base. INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug 31, 1984
Source CableProFile Data Base. INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
Arts and Entertainment	1,24
Bonneville's Easy Listening (audio)	3
Cable Jazz Network (audio service)	8
CBN Cable Network	8
CNN Headline News/CNN Radio	14
Cinemax (East)	20
(West)	23
Country Coast-to-Coast	3
C-SPAN	19
Dow Jones Cable News (text) (Southern Satellite Systems)	6
Electra	6
EPG (United Video/text)	3
ESPN	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	20
(West)	13
HTN	16
Keyfax National Teletext Magazine	6
The Learning Channel	16
Lifetime	17
Love Sounds (audio service)	8
Moody Broadcasting Network (United Video/audio service)	3
The Movie Channel (East)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
New England Sports Network	13
Nice and Easy (audio service)	8
Nickelodeon	1
Professional Education Network	16
PTL	2
Reuter Monitor Service	18
Reuter News-View	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Seeburg/Lifestyle Music	3
Showtime (East)	12
(West)	10
SPN	6
Sports Time Cable Network	4
Sportstracker	3
SSS	6
Stardust	3
Star Ship Stereo	6, 8
StarStation	3
UPI Cable News (text)	3
UPI Customized Cable News (text)	6
USA Cable Network	9
(during blackout)	22
Video Hits One	15
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	10
Biznet (Viacom)	15
Bravo (ESPN)	2
In-Touch	3
Madison Square Garden	6
National Christian Network	7
Pacific Cable Network	24
Playboy Channel	12
The Prime of Life Network	7
Santa Fe Communications	23
Satellite Jazz Network, KKGO-FM	17
SCAN	3
Sheridan Broadcasting Network	7
The Silent Network	16
SportsVision	9
Star Ship Stereo	3
Trinity Broadcasting Network	17
WPIX	19

Westar III (Western Union)	**Transponder**
Brightstar International	21H
CNN (Cable News Network)	5H
HSC-TV/The BAMC Hour	23H
The Independent News (TIN)	21H
Occasional Transmissions	21H, 23H

Westar IV (Western Union)	**Transponder**
ABC Contract Channel	20V
Atlantic City Horse Racing	6V
Cable News Network (CNN)	16V
Catholic Telecommunications Network of America	11H
Music Magazine	19H
Occasional Transmissions	10V, 21V
Public Broadcasting System	15H, 17H, 21H, 23H
Word of Faith Satellite Network	6V

Westar V (Western Union)	**Transponder**
CBS Contract Channel	7H
Fantasy Unrestricted Network (FUN)	24V
Financial News Network	21H
The Meadows Racing Network	22V
Penn National Racing	15H
Pro-Am Sports System (PASS)	14V
Sports Time Cable Network	21H
The University Network	2V

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,500,000	(2/85)
2.	American Television and Communications Corp	2,500,000	(2/85)
3.	Group W Cable	2,009,000	(12/84)
4.	Cox Cable Communications	1,538,467	(1/85)
5.	Storer Cable Communications	1,471,000	(1/85)
6.	Warner Amex Cable Communications	1,196,000	(12/84)
7.	Times Mirror Cable Television	1,001,848	(12/84)
8.	Continental Cablevision	939,000	(10/84)
9.	Newhouse Broadcasting	896,762	(2/85)
10.	Viacom Cablevision	785,000	(10/84)
11.	United Cable Television	780,000	(12/84)
12.	UA Cablesystems Corp	704,000	(1/85)
13.	Sammons Communications	652,400	(12/84)
14.	Rogers Cablesystems	595,766	(12/84)
15.	Cablevision Systems Development	560,000	(10/84)
16.	Comcast Cable Communications	472,512	(11/84)
17.	Heritage Communications	443,040	(1/85)
18.	Jones Intercable	431,672	(12/84)
19.	Telecable Corp	427,885	(11/84)
20.	Capital Cities Cable	374,000	(1/85)
21.	Wometco Cable TV	304,868	(1/85)
22.	Prime Cable	290,993	(1/85)
23.	Daniels and Associates	285,563	(1/85)
24.	TCA Group	265,462	(1/85)
25.	Multimedia Cablevision	264,193	(2/85)
26.	Centel Cable Television	255,394	(11/84)
27.	American Cablesystems Corp	250,000	(1/85)
28.	McCaw Communications	250,000	(2/85)
29.	Cable Vision Industries	242,870	(1/85)
30.	MacLean Hunter Cable TV	237,903	(10/84)
31.	TeleScripps	220,252	(1/85)
32.	Scripps-Howard	210,225	(10/84)
33.	Adelphia Communications	196,648	(1/85)
34	Colony Communications	193,209	(10/84)
35.	Century Communications Corp	192,023	(8/84)
36.	Rollins Cableview	189,800	(12/84)
37.	Service Electric Cable TV	189,500	(2/85)
38.	Tribune Cable Communications	187,983	(1/85)
39.	Falcon Cable TV	180,000	(1/85)
40.	Communications Service Inc	179,000	(2/85)
41	Cablentertainment	174,067	(10/84)
42.	Tele-Media	172,438	(8/84)
43.	Western Communications	152,945	(2/85)
44.	Harte-Hanks Communications	140,853	(12/84)
45.	McDonald Group	139,585	(12/84)
46.	Adams-Russell Communications	137,084	(11/84)
47.	Harron Communications	132,644	(10/84)
48.	Midcontinent Cable Systems Co	128,180	(10/84)
49.	Buckeye Cablevision	121,000	(2/85)
50.	Sutton Capital Group	119,895	(9/84)
51.	Midwest Video Corp	118,102	(12/84)
52.	Harris Cable Corp	112,895	(10/84)
53.	Televents	112,500	(11/84)
54.	Armstrong Utilities	109,962	(1/85)
55.	Summit Communications	96,673	(1/85)
56.	Communications Systems Inc	94,655	(4/84)
57.	Multi-Channel TV Cable	94,334	(10/84)
58.	Greater Media	93,300	(11/84)
59.	Lenfest Group	92,763	(10/84)
60.	Cencom Cable Associates Inc	91,942	(1/85)
61.	TKR Cable	86,000	(10/84)
62.	King Videocable Co	84,485	(1/85)
63.	McClatchy Newspapers	83,447	(10/84)
64.	Palmer Communications Inc	82,691	(1/85)
65.	Perry Cable TV Corp	82,201	(11/84)
66.	The Essex Group	80,556	(10/84)
67.	U.S. Cable Corp	80,000	(10/84)
68.	WEHCO Video	79,046	(12/84)
69.	Omega Communications	74,000	(10/84)
70.	Booth Communications Co	69,879	(1/85)
71.	Cable Management Associates	69,762	(1/85)
72.	Susquehanna Broadcasting	69,614	(1/85)
73.	Pencor Services Inc	66,375	(12/84)
74.	Sonic Cable TV	63,930	(8/84)
75.	Acton Corp	63,274	(1/85)
76.	Clear TV Cable Associates	60,231	(8/84)
77.	Selkirk Communications	58,500	(2/85)
78.	Omni Cable TV	56,813	(1/85)
79.	Marsh Media	56,552	(1/85)
80.	Coaxial Communications	55,748	(1/85)
81	National Telecommunications	51,300	(12/84)
82.	Simmons Communications	48,386	(12/84)
83.	Wisconsin Cablevision and Radio Co. Inc	48,123	(11/84)
84.	Communicom	47,694	(1/85)
85.	United Video Management	47,679	(8/84)
86.	First Carolina Communications	47,368	(1/85)
87.	Matrix Enterprises	44,194	(1/85)
88.	Helicon Corp	42,613	(10/84)
89.	Whitney Communications Corp	42,565	(1/85)
90.	Chambers Communications Corp	42,383	(10/84)
91.	Donrey Cablevision	41,465	(1/85)
92.	Joseph Gans Cable TV	41,000	(12/84)
93.	Masada Corp	38,375	(12/84)
94.	New England Cablevision	37,198	(11/84)
95.	Marcus Communications	37,000	(2/85)
96.	Northland Communications Corp	37,000	(2/85)
97.	Combined Cable Corp	36,315	(1/85)
98.	Multivision Group	35,398	(10/84)
99.	Cable Holdings Inc	33,711	(6/84)
100.	Star CATV Investment	33,449	(11/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	253,973	(1/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	235,000	(10/84)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	San Antonio, TX	Rogers Cablesystems	198,469	(1/85)
5.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
6.	Houston, TX	Warner Amex Cable	181,800	(1/85)
7.	East Orange, NJ	MacLean Hunter Cable	171,017	(1/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	135,279	(1/85)
10.	Cincinnati, OH	Warner Amex Cable	129,500	(12/84)
11.	Englewood, CO	United Cable	125,000	(12/84)
12.	Audubon, NJ	New York Times	121,101	(1/85)
13.	Tulsa, OK	United Cable	118,893	(12/84)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,023	(1/85)
16.	Baltimore County, MD	Comcast Cable	114,298	(1/85)
17.	Tidewater (Norfolk), VA	Cox Cable	112,350	(1/85)
18.	Erie County, NY	Prime Cable	112,046	(1/85)
19.	San Jose, CA	Gill Industries	106,785	(1/85)
20.	Memphis, TN	ATC	106,300	(12/84)
21.	Jacksonville, FL	Continental	105,244	(1/85)
22.	Austin, TX	ATC	102,500	(12/84
23.	Charlotte, NC	ATC	101,700	(12/84)
24.	Toledo, OH	Buckeye Cablevision	99,319	(1/85)
25.	San Juan, PR	Harris Cable	99,253	(12/84)
26.	Central Islip (Long Island), NY	Viacom	98,684	(1/85)
27.	Seattle, WA	Group W	98,174	(12/84)
28.	Manhattan, NY	Group W	95,625	(12/84)
29.	Jefferson Parish, Kenner, LA	Cox Cable	93,212	(1/85)
30.	San Diego, CA	ATC	92,100	(12/84)
31.	San Francisco, CA	Viacom	88,801	(12/84)
32.	Los Angeles, CA	Falcon Communications	88,137	(1/85)
33.	Grand Rapids, MI	General Electric	84,000	(1/85)
34.	Wilmington, DE	Rollins Cableview	84,000	(10/84)
35.	Seattle, WA	Viacom Cablevision	84,000	(1/85)
36.	Wichita, KS	Multimedia Cablevision	82,141	(1/85)
37.	Dallas, TX	Warner Amex	80,830	(12/84)
38.	Jackson, MS	ATC	80,700	(12/84)
39.	Pompano Beach, FL	American Cablesystems	76,050	(1/85)
40.	Phoenix, AZ	Times Mirror	77,509	(12/84)
41.	Baton Rouge, LA	Danield & Associates	74,144	(1/85)
42.	Broward County, FL	Storer Cable	74,000	(1/85)
43.	New Orleans, LA	Cox Cable	73,403	(1/85)
44.	Boston, MA	Cablevision	73,000	(10/84)
45.	Pittsburgh, PA	TCI	73,000	(10/84)
46.	Richmond/Henrico County, VA	Continental	72,558	(1/85)
47.	Tacoma, WA	Independent	71,387	(1/85)
48.	Clearwater, FL	Vision Cable	71,350	(1/85)
49.	Flint, MI	Comcast	71,000	(10/84)
50.	Indianapolis, IN	Indianapolis Cablevision	70,358	(1/85)
51.	Greensboro, NC	ATC	69,200	(12/84)
52.	Santa Monica, CA	Group W	67,387	(12/84)
53.	Louisville, KY	Times Mirror	67,297	(12/84)
54.	South Bend, IN	Heritage	67,281	(1/85)
55.	Jefferson County, KY	Storer	67,000	(1/85)
56.	Cleveland Heights, OH	Viacom	66,000	(10/84)
57.	Raleigh, NC	ATC	65,800	(12/84)
58.	Omaha, NE	Cox Cable	65,680	(1/85)
59.	Nashville, TN	Viacom	65,362	(1/85)
60.	Kansas City, MO	ATC	64,800	(12/84)
61.	Columbus, OH	Warner Amex	64,500	(12/84)
62.	South Texas, TX	Heritage Communications	64,062	(1/85)
63.	Buffalo, NY	TCI	63,220	(11/84)
64.	Boston Complex (Malden), MA	Warner Amex	62,359	(12/84)
65.	St. Petersburg, FL	Group W Cable	62,261	(12/84)
66.	Fayetteville, NC	ATC	62,100	(12/84)
67.	Allentown, PA	Service Electric Cable	62,000	(12/84)
68.	Syracuse (suburbs), NY	NewChannels	61,583	(1/85)
69.	Oklahoma City, OK	Cox Cable	61,307	(1/85)
70.	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,000	(10/84)
71.	Akron, OH	Warner Amex	60,990	(12/84)
72.	Hartford, CT	Times Mirror	60,729	(1/85)
73.	Santa Barbara, CA	Cox Cable	60,313	(1/85)
74.	Birmingham, AL	ATC	59,400	(12/84)
75.	Monterey, CA	Western Communications	59,315	(11/84)
76.	Sarasota, FL	Storer	59,000	(1/85)
77.	Snohomish County, WA	Viacom	58,600	(10/84)
78.	Fort Lauderdale, FL	Selkirk	58,500	(1/85)
79.	New Britain, CT	United Cable	58,282	(12/84)
80.	Mt. Prospect, IL	Cablenet	58,257	(1/85)
81.	Las Vegas, NV	Times Mirror	58,220	(12/84)
82.	Des Moines, IA	Heritage Communications	58,166	(1/85)
83.	Harrisburg, PA	Sammons Communications	58,000	(12/84)
84.	Fort Worth, TX	Sammons Communications	58,000	(1/85)
85.	El Paso, TX	Group W	57,606	(12/84)
86.	Bridgeport, CT	Cablevision Systems/ Scripps-Howard	57,205	(1/85)
87.	Indianapolis, IN	ATC	57,100	(12/84)
68.	New Haven, CT	Storer	57,000	(12/84)
89.	Knoxville, TN	TeleScripps	56,512	(1/85)
90.	Worcester (Leicester), MA	Greater Media	56,227	(11/84)
91.	Stamford (Fairfield), CT	Cablevision Systems Development Co	55,859	(1/85)
92.	Columbus, OH	Coaxial Communications	55,748	(1/85)
93.	Shreveport, LA	ATC	55,500	(12/84)
94.	Madison, WI	Midcontinent Cable/ TCI and Independent	55,389	(10/84)
95.	Albany, GA	Storer	55,000	(12/84)
96.	Allentown, PA	Independent	55,000	(10/84)
97.	Binghamton, NY	NewChannels	54,920	(11/84)
98.	Chattanooga, IN	TeleScripps	54,867	(1/85)
99.	Westchester County (New Rochelle), NY	UA Cablesystems	54,000	(1/85)
100.	Port Arthur, TX	TCI	54,000	(12/84)

Source: Subscriber counts are provided by MSOs and individual systems

- Chicago council approves TCI plan
- Major corporation eyeing cable
- Washington D.C. cable breakthrough
- GE set to go with Comband

CableVision™

and features weekly of the cable television industry

February 25, 1985

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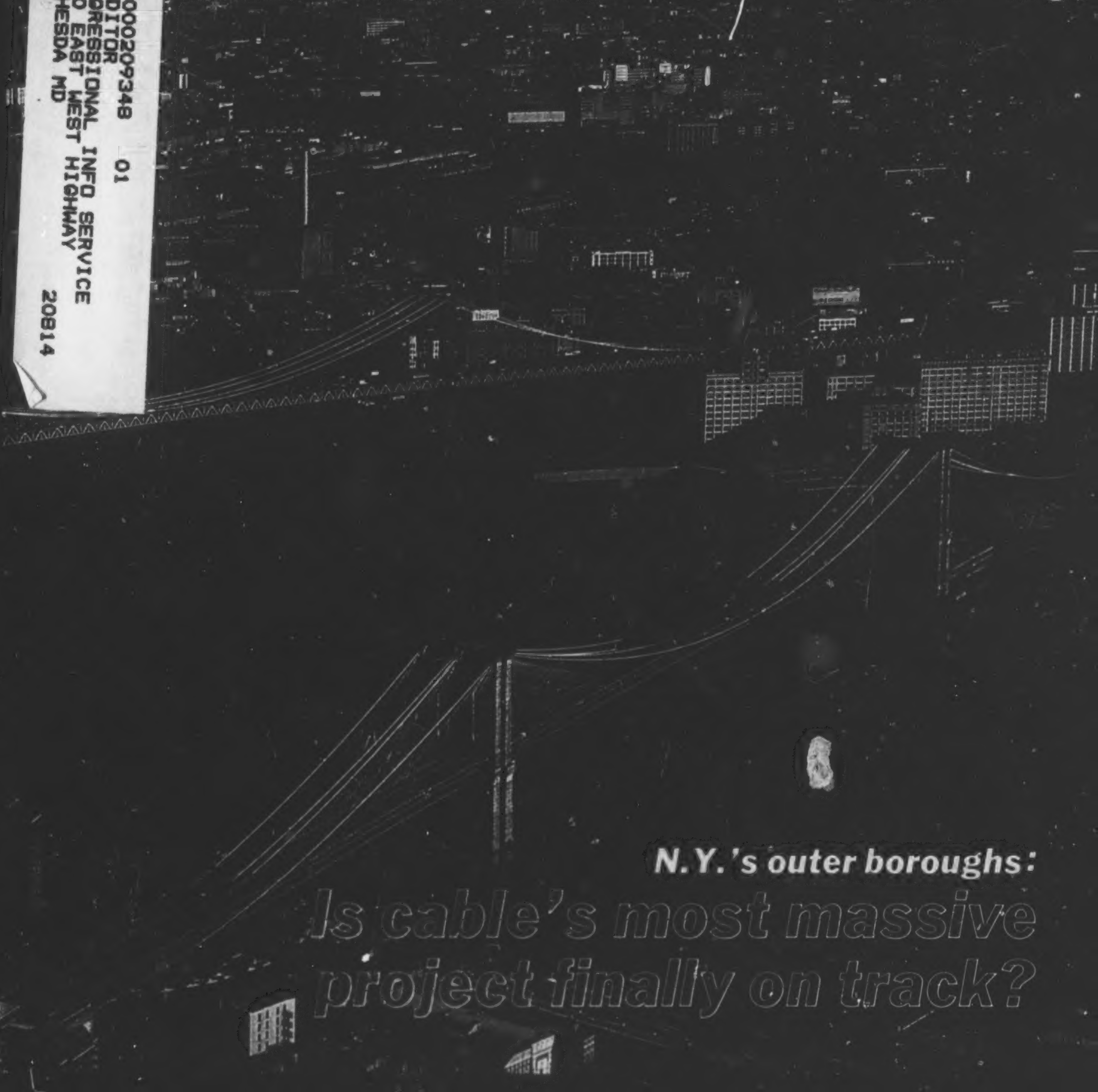


N.Y.'s outer boroughs:

Is cable's most massive project finally on track?

CableVision

Leading the week...........11-21

Chicago Council okays C&C's Area 1 contract

The City Council approves a proposed contract for the city's franchise Area 1 with Communications & Cable, a Tele-Communications Inc.-controlled company, that includes terms that are more favorable than those of the other four franchise areas.

Comband system

General Electric's Cable Products Operations now is offering its Comband bandwidth compression system to operators after six months of testing.

Satellite suit dismissed

The first judicial interpretation of the satellite reception provisions of the Cable Communications Policy Act of 1984 was made when a U.S. District Court judge dismissed a lawsuit against Starlink Communications Group filed by two Multimedia Cablevision Inc. systems.

View from the top

Executives at Daniels & Associates discuss appeal of cable television as an investment opportunity for major corporations.

Scripps-Howard Cable going solo in Sacramento

Scripps-Howard Cable Services Co. has decided to build its $166 million Sacramento franchise without a partner.

W-A Cable posts strong '84 numbers

Warner Amex continued to trim its losses last year, according to officials at parent Warner Communications. The gains were apparently achieved through the company's program of cutbacks, consolidation and system sales.

PEN closes down, Santa Fe to follow

Professional Education Network goes out of business, and Santa Fe Communications reveals that its cable programming service will end Feb. 28.

Storer soars in fourth quarter

After running in the red for nearly two years, Storer Communications posted a quarterly profit during the fourth quarter of last year, boosted in large part by the company's cable operations.

Signal leakage

The Federal Communications Commission issued a notice for proposed rulemaking to eliminate some quality performance regulations and relax signal leakage limits.

Florida market

The National Cable Television Association and three cable operators have petitioned the Federal Communications Commission to reconsider its Florida market redesignation.

DCI, CCC settlement clears way for cable

District Cablevision Inc. settled out of court with Capital City Cable, clearing the way for cable in the nation's capital by mid-1986.

Positioning cable with VCR

American Cablesystems and Group W Cable are rolling out consumer advertising campaigns that position VCRs and cable as compatible home entertainment media.

EEO provisions of Cable Policy Act

The Federal Communications Commission is tentatively scheduled to introduce a Notice for Proposed Rulemaking at its March 1 meeting that would implement the Equal Employment Opportunity provisions of the Cable Communications Policy Act of 1984.

'Call for nominations'

NCTA has requested nominations for individual contributions to the cable industry. Nominations must be submitted by April 1.

How cable rated in 1984

Conclusions drawn from ratings and share figures are presented in a brief summary and chart.

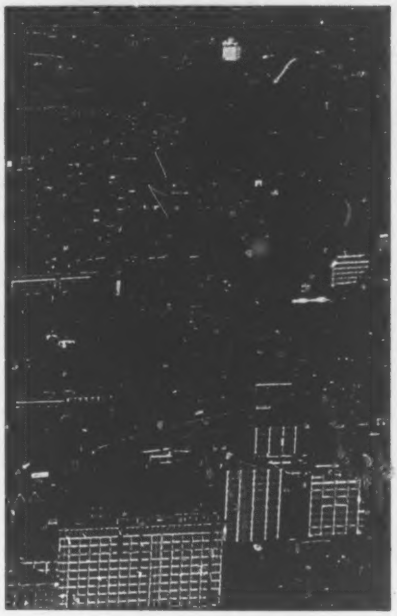
Domestidyne's internal problems

Microdyne has threatened Domesticom with legal action to gain full control of the venture unless back payments are made.

Heritage and Showtime

Heritage Communications and Showtime have signed a long-term affiliation agreement.

COVER STORY



Dawn in N.Y.'s outer boroughs?

It looks as if construction could commence within just a few months in New York City's outer boroughs—Queens, Brooklyn, the Bronx and Staten Island, and after over a year of delays due to construction and financial complications, this indeed is heartening news to the seven cable systems, municipal officials and residents of the area's more than 2.2 million households. Associate Editor Sally Russell reports on pages 27-32.

Review.................................22

Lifetime has revised its schedule and incorporated a lineup of talk shows that Reviewer Robert DiMatteo finds "engaging." He shares his thoughts on *America Talks Back, Lifestyles, Good Sex!, Smart Money* and *Hot Properties*—and the talkers behind the shows.

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1984 Cable television employment statistics

Employment at cable units having five or more full-time employees increased by 6.4 percent in 1984. Annual Employment Reports submitted by 2,640 such cable units show that 3,775 people (excluding headquarters personnel) were added to the industry's workforce. Of the new employees, 40.7 percent were women and 51.3 percent minority group members. The following is a more detailed 1984-1983 comparative analysis:

Total Cable Unit Employees

	Number of full-time employees		Percentage of employees	
	1983	**1984**	**1983**	**1984**
White Male	32,646	33,699	54.9	53.3
White Female	17,768	18,552	29.9	29.3
Minority Male	5,428	6,615	9.1	10.5
Minority Female	3,611	4,362	6.1	6.9
	59,453	63,228	100.0	100.0

Employees classified in Upper-four Job Categories (Officials & Managers, Professionals, Technicians & Sales Workers)

	Number of full-time employees		Percentage of employees	
	1983	**1984**	**1983**	**1984**
White Male	20,981	21,131	71.2	68.3
White Female	4,643	5,375	15.8	17.4
Minority Male	3,062	3,407	10.4	11.0
Minority Female	762	1,041	2.6	3.3
	29,448	30,954	100.0	100.0

Cable TV equal employment opportunity trend report prepared for FCC Industry EEO unit. February 1985.

Notice for proposed rulemaking slated for EEO provisions

WASHINGTON—The Federal Communications Commission tentatively is scheduled to introduce a Notice for Proposed Rulemaking at its March 1 meeting that would implement the Equal Employment Opportunity provisions of the Cable Communications Policy Act of 1984. A final Report and Order must be ready by late September, according to the act.

Under the new cable law Congress gave the FCC responsibility for annually certifying that each cable operator with more than five full-time employees establishes a program to follow federal guidelines guaranteeing minority access to jobs in communications fields. The FCC also must audit each cable operator's employment practices at least once every five years and develop a system to investigate complaints and violations of equal employment guidelines. An operator that violates the EEO statutes can be fined $200 per day for each offense and could have its CARS license revoked.

Cable operators with more than five employees still must file with the FCC an annual statistical report identifying "by race and sex" the number of employees in nine job categories: officials/managers, professionals, technicians, sales personnel, clerical personnel, skilled craft persons, semiskilled operatives, unskilled laborers and service workers.

The FCC will seek comments on how best to implement the provisions consistent with congressional intent but without excessively burdening cable operators or the commission, according to an FCC Mass Media Bureau official. The NPRM will assume that the FCC's current "50 percent of parity" employment standard will be used. Under that policy cable operators must hire minorities and females at a ratio of 50 percent of their availability in a given market.

Significantly, the FCC has "no intention to move existing guidelines into a quota system," according to the official. "Legislative history is clear" that the act was not intended to promulgate a quota system for minority hiring, the official said.

NCTA requests awards nominations

WASHINGTON—The National Cable Television Association has issued its annual "call for nominations" for its National Awards, the association's premier honors for individual contributions to the cable TV industry. Nominations must be submitted to the NCTA Awards Committee by April 1. The association mailed booklets containing nomination forms to all members in early February.

The awards will be presented at a black-tie banquet marking the conclusion of the NCTA convention on June 5 in Dallas. The presentation will represent "the highlight of the convention," said William Strange, chairman of the NCTA Awards Committee and vice president of corporate development at Sammons Communications Inc. The awards recognize "the best of the creators, the innovators and the risk-takers in the cable industry," Strange said.

NCTA will present categories of awards: Vanguard Awards, presented to a man and woman for outstanding leadership; Challenger Award, for an outstanding member under age 40; Associates Award, given to an NCTA associate member; Science and Technology Award, for significant technical developments; State-Regional Association Award, presented to a member of a state or regional association; and Marketing Award, for leadership in developing marketing concepts. NCTA President James Mooney also will present several Presidents Awards.

Nominations will be judged by the Awards Committee, comprised primarily of past recipients.

—John Wolfe

Group W extends HBO, Cinemax service

NEW YORK—Group W Cable has reached long-term affiliation agreements to carry both Home Box Office and Cinemax, according to Burt Staniar, president of Group W Cable, and Peter Frame, HBO executive vice president, affiliate sales and operations.

The Cinemax agreement extends Group W Cable's commitment to offer the service for an additional four-and-one-half years. Cinemax will be launched in additional systems where feasible before mid-1989.

Under the terms of the HBO agreement, Group W Cable will continue to provide HBO in the majority of its systems through mid-1989.

'84 Cable ratings report

NEW YORK—Nearly one of 12 television households receiving the basic cable networks measured by A.C. Nielsen Co. in 1984 were watching one of those networks at any given moment throughout the year. And nearly a fourth of all such households with TV sets on at any given moment were tuned in to one of the measured basic networks.

These conclusions emerge from ratings and share figures made available by various sources to *CableVision*. The cumulative average ratings for each 24-hour day for the measured networks totaled 7.9 (one network's ratings were not available, though its shares were), meaning that 7.9 percent of all television households receiving these networks were watching one of them, on average, at any time of the night or day.

The total of average shares for the 10 networks was 23.6, meaning that at any moment 23.6 percent of all households with their televisions on and capable of receiving the measured networks were viewing one of them.

While not all cable households receive all 10 of the measured basic networks, the compilation of ratings and shares gives some idea of the extent of basic cable viewing in markets where all or most basic nets measured by Nielsen are available.

WTBS led the basics in both year-end average ratings and average ratings for the fourth quarter 1984. The superstation's full-year averages were a 2.1 rating and a 6 share, which projected to an average of 664,000 viewing households throughout the day, 24 hours a day.

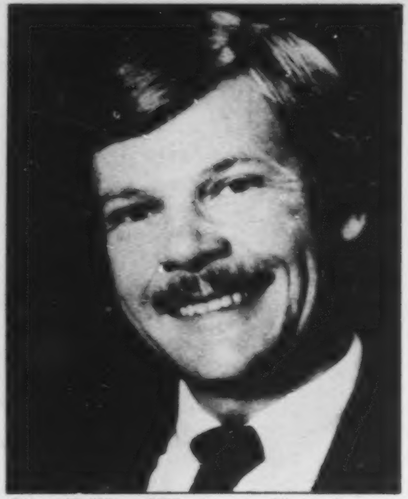
MTV, USA Network, CBN and ESPN were neck in neck, with MTV recording a 1 rating, 3 share; USA Network and CBN garnering 0.9 ratings and 3 shares; and ESPN drawing a 0.7 rating and 2 share for the year 1984. Cable News Network also was close to the pack with an average 0.7 rating, 2 share for the year, with Nickelodeon, metered from February to December 1984, from 7 a.m. to 8 p.m., also drawing a 0.7 rating and 2 share. The Nashville Network, metered from April through December 1984, from 9 a.m. to 3 a.m., garnered a 0.5 rating, 1 share, with CNN Headline News, metered from February through December 1984, at a 0.4 rating, 1 share. Lifetime, metered from February 1984 through December 1984, drew a 0.6 share. Its rating was unreportable.

1984 Cable Network Performance

	YEAR 1984				4th Quarter 1984			
	HUT	Rating	Share	Viewing HH	HUT	Rating	Share	Viewing HH
WTBS	33.3	2.1	6	664,000	34.0	2.0	6	651,000
MTV	33.8	1.0	3	226,000	34.2	0.9	3	229,000
USA	33.0	0.9	3	219,000	33.5	0.9	3	259,000
CBN	32.9	0.9	3	218,000	33.2	0.8	2	226,000
ESPN	32.7	0.7	2	223,000	33.5	0.7	2	230,000
CNN	33.3	0.7	2	195,000	33.8	0.7	2	228,000
NICK***	34.6	0.7	2	139,000	34.8	0.8	2	190,000
TNN**	40.7	0.5	1	88,000	42.3	0.5	1	107,000
CNN-HL*	32.1	0.4	1	54,000	32.8	0.4	1	59,000
LIFE*	33.0	not reportable	0.6	34,000	33.7	not reportable	0.3	20,000

* Year 1984—February-December
** Year 1984—April-December, 9 a.m.-3 a.m.
*** Year 1984—February-December, 7 a.m.-8 p.m.

Source: A.C. Nielsen Co. data.
Ratings information reflects activity within each network's universe.



Steve Kniffen, ATC vice president of western operations.

New Colorado system may rival ATC, Century

COLORADO SPRINGS, Colo.—Two local stockbrokers last week revealed plans to operate a cable television system to compete for subscribers now served by Colorado Springs Cablevision. They have launched a crash campaign to collect enough signatures to have their proposal voted on in a public election April 2.

Brian Bennett, a stockbroker with Boettcher and Co. in Colorado Springs, said on Wednesday he was confident they would have secured more than the required 8,706 signatures by the Feb. 22 deadline. The petitions are being circulated at area King Soopers grocery stores.

Bennett and his partner, Kevin Hyman, also a Boettcher stockbroker, are operators of a 1,000-subscriber system in nearby Woodland Park.

Colorado Springs Cablevision is a 50-50 partnership of American Television and Communications, Denver, and Century Communications, New Canaan, Conn.

Bennett said an overbuild was a "possibility," but that the new company, named Colorado Springs Citizens Cable, would start first to work on the unbuilt areas.

Bennett would not specify his source of financing or the potential number of subscribers in the Colorado Springs area who are not now served by Cablevision. He said the action was prompted by subscriber dissatisfaction with Cablevision.

Speaking for ATC, Steve Kniffen, vice president of western operations, said the new company was planning to go after neighborhoods that "are shotgunned all over town." He expressed some doubt as to how Citizens Cablevision would interconnect the distant pockets at an economical cost.

City Attorney Alan Ziegler said last Wednesday that if the issue is approved by the voters, Citizens Cable would then have an ordinance under which to operate and could go into business almost immediately.

The Citizens Cable venture would be one of the first tests of a 1984 Colorado Supreme Court decision in a Cortez, Colo., case. That ruling, which said a cable company can go into business on the basis of a vote of the people in a public election, last summer prompted a spate of elections in Colorado communities statewide that had granted operating permits without a people's vote.

—Victoria Gits

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	150	2,800,000
Arts & Entertainment	1,700	12,000,000
Black Entertainment Television (BET)	425	8,456,992
Cable News Network (CNN)	7,125	31,413,000
CNN Headline News	2,165	15,282,000
C-SPAN	1,800	20,000,000
CBN Cable Network	5,160	27,168,000
Country Music Television	200	4,500,000
Entertainment & Sports Programming Network (ESPN)	9,617	34,800,000
Eternal Word Television Network(EWTN)	221	2,800,000
Financial News Network (FNN)	11,030	18,000,000
The Learning Channel	656	5,670,000
Lifetime	2,300	24,000,000
Modern Satellite Network (MSN)	500	10,200,000
Music Television (MTV)	3,000	25,400,000
The Nashville Network	2,250	21,225,000
National Christian Network (NCN)	91	1,231,314
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	3,800	24,200,000
Pacific Cable	NA	NA
Prime of Life	NA	7,500,000
PTL The Inspirational Network	1,145	13,000,000
Santa Fe Communications	NA	NA
Satellite Program Network (SPN)	525	11,500,000
Silent Network	242	7,200,000
SIN Television Network†	328	29,261,600
Trinity Broadcasting Network	402	5,382,000
USA Network	4,500	28,600,000
Video Hits One	215	3,400,000
The Weather Channel	1,510	16,131,000
WGN-TV	6,174	15,310,235
WOR-TV	1,263	5,068,440
WPIX-TV	152	1,050,853
WTBS-TV	8,656	33,111,000

Pay services

Pay services	Affiliates	Subscribers
Bravo (only)	128	109,000
Cinemax	2,100	2,300,000
The Disney Channel	2,245	1,724,000
GalaVision	230	160,000
Home Box Office (HBO)	5,400	14,500,000
Home Theater Network (HTN)	400	300,000
The Movie Channel	2,900	3,200,000
The Nostalgia Network	30	80,000
The Playboy Channel	538	790,000
The Rainbow Service (American Movie Classics + Bravo)	54	213,000
Showtime	3,200	5,400,000

Audio services

Audio services	Affiliates	Subscribers
Cable Radio Network	5	300,000
Lifestyle	104	2,267,015
Moody Bible Institute	43	585,578
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo	3	146
WFMT Chicago	161	1,075,367

Text services

Text services	Affiliates	Subscribers
AP News Cable	375	4,300,000
AP News Plus	5	30,500
Cable Sportstracker	8	266,693
Dow Jones Cable News	184	2,455,000
Electronic Program Guide (EPG)	222	4,139,741
Genesis Storytime	18	560,000
Reuters News View	325	3,250,000
UPI Data Cable	450	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	7	3,759
Nippon Golden Network	7	8,400
The Pleasure Channel	NA	NA
Vector Consumer News	12	300,000
Vector Consumer Shopping Guide	17	550,000

Regional entertainment services

Basic services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	131,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	9	460,000
The Ecumenical Channel	6	148,100
KTVT	46	856,398
Life Newsvision	24	35,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	1	117,000
Newsday Cable	1	236,000
Sports Time	168	1,000,000
Texas Cable Network	12	730,000

Pay services

Pay services	Affiliates	Subscribers
Home Sports Entertainment—Houston/Dallas	68	100,000
Home Team Sports	27	52,000
New England Sports Network	72	29,569
PRISM-Philadelphia	90	373,000
Pro-Am Sports	53	26,000
The Superchannel	NA	NA
SportsChannel (New England)	82	89,000
SportsChannel (New York)	45	398,000
Sports Time	168	37,000
SportsVision (Chicago)	22	101,000
Z-Channel	21	93,210

Announced services

Regional services	Expected Launch
Box Seat	2nd quarter 1985
Dodgervision	4/85

Satellite-fed services	Expected Launch
The Aloha Network	TBA
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
The CableShop	3rd quarter 1985
Cabletix	TBA
Comedy Entertainment Network	TBA
The Discovery Channel	4/85
Discovery Computer Network	5/85
Discovery Financial Network	5/85
Discover Music Networks	5/85
Ethnic Radio Network	2nd quarter 1985
International Business Network	3/85
Kidvid Network	TBA
Magicable	TBA
Movie Time	4/85
Satellite Concert Network	TBA
Star Video Music	TBA
Studioline	4/85
The Work Channel	TBA
TV Decisions	3/85
United Satellite Network	6/85
X'Press	3rd quarter 1985

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.

TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 3,799,200.

Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

A&E
Armour-Dial (N)
AT&T (N)
Baldwin Piano & Organ (N)
Buick (N)
Ford (R)
GM (R)
Hormel (N)
Nissan Motors (N)
Pfizer Pharmaceuticals (R)
Royal Viking Cruise Line (N)
Showtime (N)
Time (N)

BET
Anheuser-Busch (R)
AT&T (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Ford Motor Co. (R)
Hershey (R)
Kraft (R)
McDonald's (N)
Mobil Oil (R)
Nike (R)
Proctor & Gamble (R)
Pro-Line (N)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Express Mail Service (R)
U.S. Marines (R)
Warner Lambert (N)
Wrigley's (R)

CBN Cable Network
A.H. Robbins (R)
Business Week (N)
Campbell's Soup (R)
Clorox (R)
Consumer Report (R)
David C. Cook (N)
Fancy Publishing (N)
Franklin Mint (R)
Kimberly Clark (N)
Kiplinger (N)
Mature Marketing Group (N)
Menley & James (N)
National Geographic (R)
National Liberty (N)
Newsweek (N)
Suffolk Marketing (N)

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (N)
Gannett (N)
GM (N)
M/A-COM (N)
Time (N)

Dow Jones Cable News
Charles Schwab (R)
Consumer Report (R)
Forbes Stock Guide (N)
Jack Anderson's Washington Letter (N)
Pavarotti (N)
Smithsonian magazine (R)
Standard & Poor's (R)
Zion National Bank (N)

ESPN
Barclay's America (N)
Benihana (N)
Brut (N)
Coca-Cola (N)
Elizabeth Arden (N)
Fortune magazine (R)
Fuji (R)
HBO (R)
Kentucky Fried Chicken (R)
Mazda (R)
NCR (N)
Proctor & Gamble (R)
Ramada Inns (R)
Richardson-Vicks (R)
Sears Roebuck & Co. (R)
Sharp (R)
Showtime/TMC (R)
State Farm Insurance (R)
Sunkist (R)
Williamson-Dickie (R)

FNN
Allstate Insurance (N)
Chicago Board of Trade (R)
Hayes Computers (R)
Sorg Printing (N)
United Airlines (N)
Zion Banking (N)

Modern Satellite Network
American Association of Retired Persons (N)
American Petroleum Institute (R)
Apple Computers (N)
Chevrolet (R)
E.I. DuPont DeNemours & Co. (R)
Embassy of Australia (N)
Hartford Insurance Group (R)
Japan National Tourist Organization (N)
Kikkoman (R)
Kraft (R)
Miller Brewing (N)
Northrup (N)
Revlon (R)
Royal Viking Cruise Line (N)
7-Up (N)
U.S. Chamber of Commerce (R)
Volkswagon of America (N)

SPN†
Alexander Oil Color
American Artist magazine
Asia Society
AT&T
Atari
Bank Hapoalim
Bayer
Business Times
Casio
Chamber of Enterprise
Chesebrough Ponds
China Beer
Coca-Cola
Computer Land
Cone Thread
Continental Airlines
Dow Jones
El Al
ESTV Tours
Evenflo
Fisher Pen
Gerber
Grolsch Beer
Heinz
Holiday Inns
Kimberly Clark
Los Angeles Bank
National Insurance
New Zealand Meat Exports
New Zealand Railways
New Zealand Tourism Commission
Nikon

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Malcolm E. Smith (N)
Scientific-Atlanta magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network
Campbell's Soup (N)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)

The Weather Channel
A.H. Robbins (R)
Allstate Insurance (N)
American Home Products (R)
American Motors (R)
Armour-Dial (R)
Carnation (R)
First Alert (R)
Ford (R)
GM (R)
Italcable (R)
Ixtapa (N)
Jamaica Tourism (N)
Kellogg (R)
Kimberly Clark (R)
Menley & James (R)
Mexico Ministry of Tourism (N)
Michelin Tire Corp. (R)
Nabisco (R)
Proctor & Gamble (R)
Prudential Bache (R)
Ralston Purina (R)
Ramada Inns (N)
S.C. Johnson (R)
Sears Roebuck & Co. (R)
Sterling Drug (R)
STP (R)
Thomas J. Lipton (R)
United Airlines (R)
Warner Lambert (R)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.

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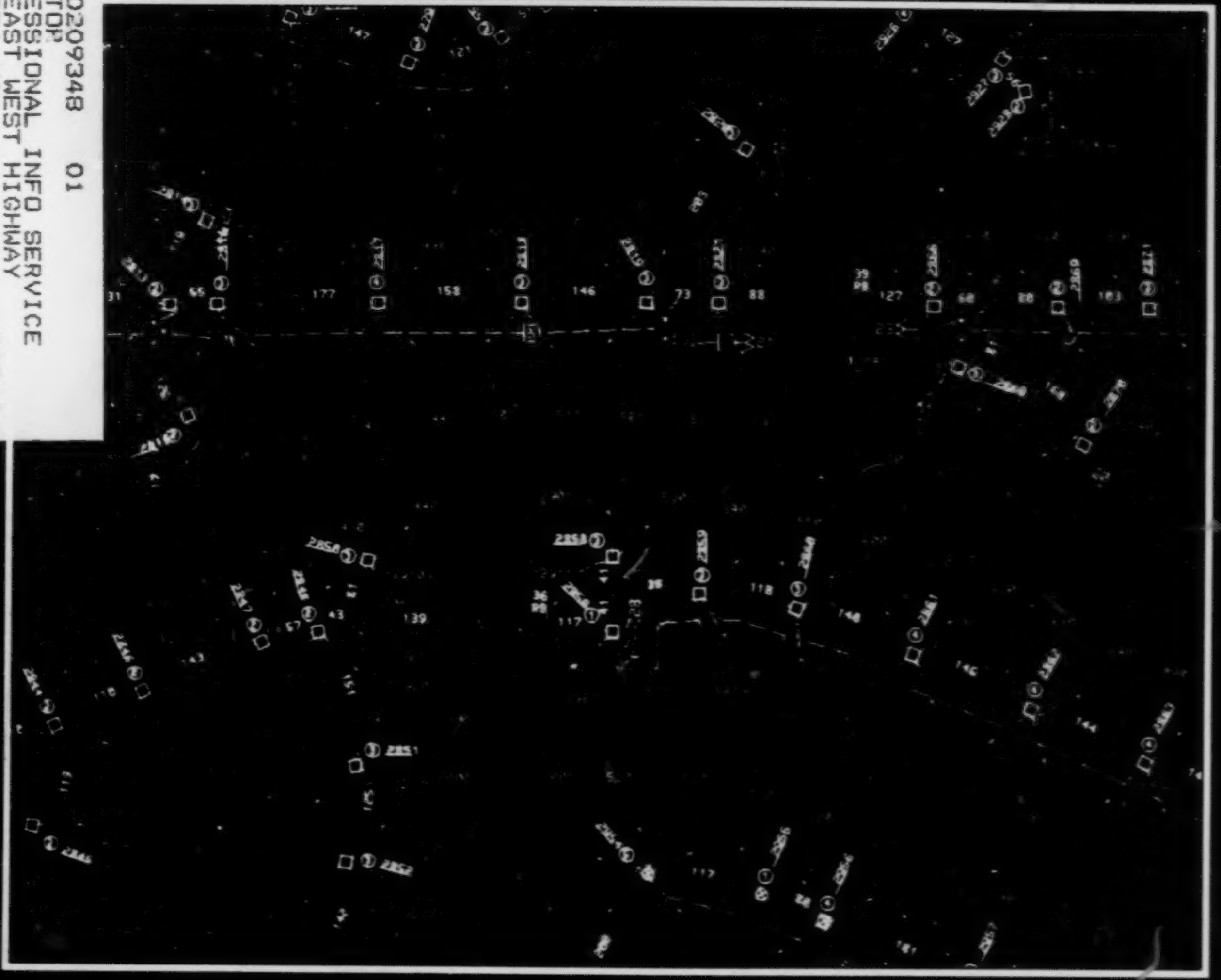
CableVision

CV 000209348 01
A EDITOR
CONGRESSIONAL INFO SERVICE
4520 EAST WEST HIGHWAY
BETHESDA MD 20814



10th Annual Construction Survey:

The end to boom or bust

Leading the week............11-26

Ad-supported cable

Ad exec encourages advertisers to take advantage of increases in audience viewership of ad-supported cable by diverting a percentage of their prime-time broadcast TV spending in that direction.

NCTA sets 1985 agenda

The National Cable Television Association targets copyright reform as its "top legislative priority" for 1985.

Allen re-elected

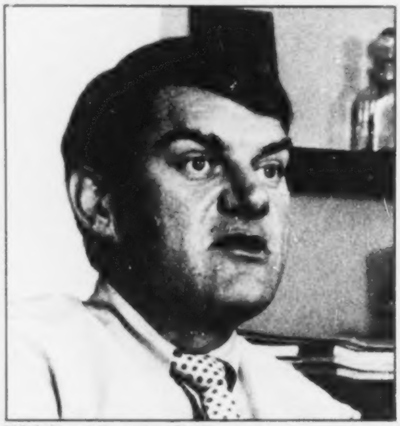
Ed Allen, president of Western Communications Inc., was re-elected NCTA chairman.

Pole attachment rates

The industry wins one battle over pole attachment rates in New Hampshire but faces a tough fight in the state of Michigan.

Cable stock jumps 16 percent since December

The stocks of the leading cable companies have soared since the first of the year, and financial analysts are crediting the Cable Act and the industry's maturity for the big gains.



HBO President Joe Collins.

HBO changes mind on SMATV distribution

In a shift of policy Home Box Office has decided not to pass up what it estimates to be $100 million annually and to distribute its services through satellite master antenna television via its affiliates.

Christmas in February

Employees of Bill Daniels were given bonuses adding up to $6 million, part of the profit from a sale of a system in Anchorage.

Scripps-Howard proposal

Scripps-Howard Cable Services Co. is proposing to the Metropolitan Cable Television Commission some technical changes in its Sacramento newbuild that it claims would save the project up to $25 million.

Cox system drops Playboy

Cox Cable Tidewater, faced with seven obscenity indictments, drops The Playboy Channel and offers Cinemax pay service as its replacement.

Showtime's campaign

The pay service launched its first direct-response advertising campaign in February in nine markets and will add another 15 this month and 12 more in April.

Latest DBS applicant

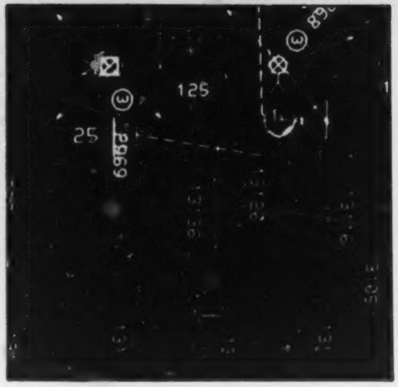
The United-financed Antares Satellite Corp. is the Federal Communications Commission's latest direct broadcast satellite applicant.

SCTE Cable-Tec Expo

With high hopes for a record turnout this year, Society of Cable Television Engineers officials say there will be a focus on the Cable Act, deregulation and management-engineering relations.

Warning in Boston

Cablevision of Boston received a warning from the city's Office of Cable Communications to resolve its customer service problems or face possible franchise revocation.



Earl V. DeWald

About the cover

Using Secagraphics' computer software, draftpersons design cable TV systems on a screen and store the maps in the computer memory. Shown is a blueprint created for Multivisions in Anchorage, Alaska. Secagraphics is a Denver-based firm specializing in computer-aided design, and data management for cable and utility companies.

Edwin Newman, host of A&E's 'Freud.'

Review....................................28

Reviewer Robert DiMatteo finds more than just good diction in the BBC production *Freud*, a six-part dramatic biography cablecast by The Arts & Entertainment Network. He has high praise for the series' acting, direction and teleplay.

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LEADING THE WEEK

Flap between Detroit's City Council and mayor may delay Barden's construction schedule

DETROIT—Just as the prospects for near-term startup of cable construction here were brightening, a long-festering feud between the City Council and Mayor Coleman Young over cable television in Detroit erupted again last week, raising new concerns over when construction might begin.

By a 6-3 vote, the council refused to appropriate $29,000 to extend the city's contract with Virginia-based cable consultants CTIC Associates, complaining that Young, through the city's Cable Communications Commission, has refused to share the consultant's reports with them.

Instead, the council voted 8-1 to hire its own cable consultant to help explain why it is taking so long for construction of a cable system to begin in Detroit.

The council has been at odds with the Young Administration over cable television for months, often complaining of being excluded from franchise negotiations. Council members complain that quarterly updates from the city's cable commission are sketchy, and last year the city officials subpoenaed the cable commission's executive director, Michael Turner, to force him to appear before them and answer questions about the franchising negotiations.

The commission is trying to hammer out an agreement with Don Barden, a fledgling cable entrepreneur who in 1983 was awarded the Detroit franchise on the condition that he raise the money and start building the system by late last year. Barden has since come back to the city complaining that his original 120-channel, dual-cable, $172 million system is too expensive to build and has asked for permission to construct a 78-channel, single-cable, $152 million system instead. It is on the modified system that the cable commission is trying to reach an accord. Once it makes its recommendation to Young, he in turn will make a recommendation to the City Council for final approval.

But as animosities between the council and the Young Administration heightened, questions were raised as to whether cable television might be caught in the crossfire.

"If they are not going to send it (information) to us," Councilwoman Barbara-Rose Collins said last week, "if they are going to act stupid like that, then I'll act stupid and vote against anything connected to cable." Added Councilman Mel Ravitz, "I've advocated as far back as September that we start fresh and seek new bids. This whole matter has been delayed by someone's desire to start with a company that couldn't do what it promised to do."

> *"I think this (political infighting) makes people look negatively on Detroit."*
>
> Dan Barden

The council has repeatedly voiced its unhappiness with the modified system Barden is hoping the city will approve, arguing that the small cable company was selected because it offered the most attractive package and that now that package was being reduced. Council members also fear the city might somehow be mired in lengthy and expensive litigation should an unsuccessful bidder for the city's franchise sue if Barden is granted concessions.

Ironically, this latest flap occurs at a time when Barden was just beginning to overcome his most serious impediment to building the system—money. As reported in the Feb. 18 issue of *CableVision* Barden announced he had received a commitment from New York-based Hundred East Credit Corp., a financing affiliate of North American Philips, to serve as the head of a consortium of lending institutions that would raise the $100 million needed for Barden to build his system. Hundred East Credit Corp. also is committed to loaning Barden $10 million itself so construction can begin as early as this summer, and the New York-based investment house of Drexel Burnham Lambert has agreed to seek an additional $50 million from Wall Street investors for the system.

While Barden continues to try to raise the rest of the money, the flap between the City Council and city hall raises the possibility that Barden could be rejected more for political reasons than for any deficiencies in his system.

"We're caught in the crossfire," said Barden from his downtown high-rise office. "I think this (political infighting) makes people look negatively on Detroit. I just hope we can move this thing forward. If I wasn't on the 21st floor, I'd jump."

—Stephen Advokat

Cablevision Systems cuffs 23 for theft of service in Nassau

WOODBURY, N.Y.—Nassau County police late last month arrested 23 residents and bar owners for theft of cable service, a crime punishable in New York State by a fine of $1,000 and/or a year in jail.

The arrests were the first sought by Cablevision Systems, the company that operates a 235,000-subscriber system in Nassau County and parts of Suffolk County.

Last May the nation's 15th-largest MSO won $34,000 in damages from four homeowners and four tavern owners who reportedly pirated cable service. In October the company won damages of more that $1 million against a distributor of illegal cable equipment.

In announcing the arrests General Manager Rusty McCormack cautioned: "The public should be warned that Cablevision and the Nassau County police department will continue to pursue criminal charges—as well as civil remedies—against each and every business and resident stealing cable service."

Cablevision officials estimate that municipal governments in its Long Island service area lose at least $500,000 each year in franchise fee payments that would otherwise be collected if all those who pirate its cable service became paying customers. *—Sally Russell*

Correction

Several transactions that should have been attributed to John Waller Capital Corp., New York, were omitted from a chart appearing in the "Cable Brokers' Report" of Feb. 18, 1985, p. 31. In addition to the sales brokered by the company that are listed in the article, the following system sales also closed in 1984 and should be counted, as well (listing in order of location, buyer, seller, subscribers and homes passed):

■ Lewisburg, W. Va.; Cable Management Associates, Inc., Greenbriar Cable Corp.; 2,500; 2,700.

■ Keyser and Mineral, W. Va.; Frostburg, Midland, Woodland and Lonaconing, Md.; Cable Management Associates Inc.; Allegheny Cablevision Keyser Television Co.; 12,000; 14,000.

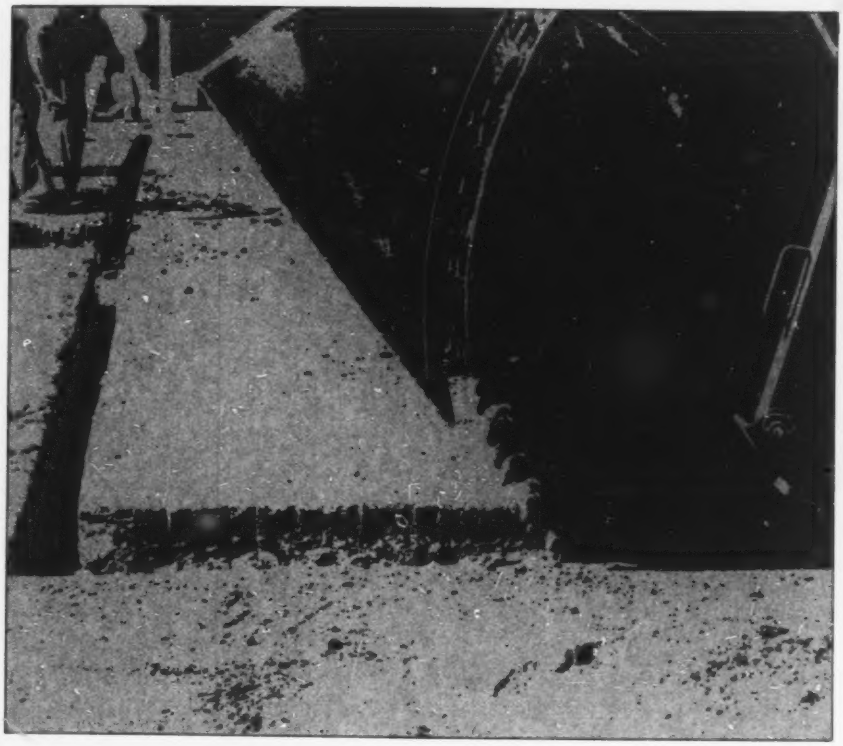
■ Korban, Ky.; High Industries Inc.; Southern Cable Corp.; 5,400; 6,500.

Slow but steady:

The new era in CATV construction

Construction survey of MSOs shows pace is leveling off at a volume smart vendors can live with.

By Fred Dawson with Cecilia Capuzzi



> ***"There's money to be made in cable, but you must know the business and the products and prepare for it. . . . "***
>
> ***Michael Johnson***
> ***Advanced Communications Inc.***

It's been a long fall from the halcyon days of 1982 when, by *CableVision*'s estimate, operators spent some $1.756 billion to build, rebuild and upgrade cable plant. In 1984, according to findings from the magazine's current annual construction survey, the spending was at $1.138 billion—$618 million, or 35 percent, off the record pace set two years earlier.

But if the precipitous drop has been cause for painful readjustments, ranging from plant closings to mergers and consolidations and, in a few isolated instances, total collapse, the good news is that vendors of all stripes in the cable construction market probably have seen the worst of the upheavals and uncertainties occasioned by the rush to wire America. In 1985 operators plan to spend about what they did in 1984—some $1.165 billion, representing a further decline in total plant mileage but a slight increase in outlays as a result of higher spending for underground wiring and purchases of addressable gear.

Underground market

Total newbuild plant mileage projected for 1985 is 38,792, against 39,954 last year. But the underground mileage share of this total actually is up, going from 11,353 in 1984 to 12,714 in 1985, or from 21 percent of total newbuild plant mileage to 33 percent of the total.

This is a good sign for the long-term prospects in cable construction, since it points to a solid, steady expansion of plant that is not dependent on contracts for new franchises. Noted Gordon Halverson, vice president of CATV sales and marketing for Anixter Communications, "We are finding there is still a solid, strong underground market, attributable to extension, rebuilds and upgrades. . . . Underground has probably picked up the slack in the business."

Halverson's observation also is borne out in the 1985 replacement plant construction mileage totals, which show 8,517 of the projected 31,034 in total miles to be underground, as against

Construction forecast

Construction expenditures

New plant construction (in miles)	**1984 actual**	**1985 projected**
Underground	11,353	12,714
Aerial	28,601	26,078
Total	**39,954**	**38,792**
Cost ($ in thousands)		
Antennas and towers	$ 3,165	$ 3,476
Microwave equipment	22,742	20,236
Headend	20,008	23,588
Line amplifiers	90,121	89,386
Cable, trunk & feeder	119,424	116,699
Cable, drop	59,679	58,350
Taps and outlets	19,555	17,381
Converters - Non-addressable	94,636	89,386
Converters - Addressable	130,411	136,631
Off-premises addressable systems	4,642	16,692
Earth stations	19,215	18,620
Traps	25,614	24,830
Studio and mobile production gear	21,059	24,209
Construction services (make-ready, strand mapping, etc.)	39,422	37,129
Construction labor & equipment	252,800	248,480
Total	**$ 922,493**	**$ 925,093**
Replacement plant construction (in miles)		
Underground	7,246	8,517
Aerial	21,512	22,517
Total	**28,758**	**31,034**
Cost ($ thousands)		
Antennas and towers	$ 2,314	$ 2,540
Microwave equipment	13,161	14,715
Headend	15,202	17,184
Line amplifiers	59,311	65,092
Cable Trunk & feeder	76,653	84,984
Cable, drop	39,326	42,492
Taps and outlets	10,414	12,654
Total	**$ 216,881**	**$ 239,661**
Grand total	**$1,139,374**	**$1,164,754**

The results of this survey are derived from a sampling of MSOs and manufacturers, and are estimates based upon information supplied to CableVision. All numbers and company references have been held in strict confidence.

7,246 of 28,758 replacement plant miles registered in 1984.

Stabilization

Clearly, a major change in the marketplace has occurred that bodes well for those vendors who have survived the boom-or-bust era just ending. While some portion of the mileage totals of 1984 and 1985 represent new franchise commitments, that portion has dwindled significantly to the point that the total of 69,826 new and replacement plant miles slated for 1985 probably is a good gauge of what the industry can expect to be adding each year, at last for the next five years as the remaining major city projects are completed.

Several MSO executives, whose individual company statistics are kept confidential in *CV*'s survey, indicated the lion's share of their plant mileage totals reflects efforts to keep up with population growth and a predictably consistent yearly attrition in aging plant. "We've completed all our franchises," noted one vice president of engineering. "Our newbuild total for 1985, which is off slightly from 1984, and our replacement plant total, which is about the same, probably won't change too much from year to year, given the growth and aging factors."

As rough as the past two years of rapidly declining construction outlays have been, manufacturers, contractors and distributors have shown remarkable versatility in adapting to the new marketplace reality.

Most significantly, a suprising number of manufacturers have been pumping out new CATV product as if it were still 1982, knowing that if there is a more efficient piece of hardware to perform a given task, cost-conscious MSOs, with their ever-expanding subscriber bases, have the money and the inclination to spend it.

The converter market

The most visible category of such developments is the converter field, and for obvious good reason. This year's *CV* survey shows MSOs expect to spend about $243 million on converters. Given that new franchise commitments account for a relatively small portion of the projected 1985 spending totals and that converters are among the fastest aging components of an operator's hardware, this part of the CATV market is likely to remain strong for a long time to come.

Out of the total to be spent in 1985 on converters, $137 million is pegged for addressable boxes and another $17 million is slated for off-premises gear. This last figure has to be encouraging to the eight manufacturers—Times Fiber, E-COM, Texscan, C-COR, Pico, Toshiba/ATC, Blonder-Tongue and Augat—who stuck their necks out to invest in the R&D for these products and then endured the long effort to convince operators that the out-of-home approach to addressability is workable and affordable. A year ago only Times Fiber and Texscan had secured significant contracts for commercial application of these products; today all eight have off-premises product operating in the marketplace, beyond the test phase.

Glen Tongue, manager of new business development at Blonder-Tongue, said the firm's Guardsman represents its major thrust in CATV right now and that he expects a "tremendous switchover" to off-premises gear. He said he anticipates cable sales for his company will increase 10 percent in 1985 and that "a significant part of the growth will come from addressable product."

Similar optimism in the off-premises potential was expressed recently in an interview with Colin O'Brien, chairman and CEO of Times Fiber. Noting that

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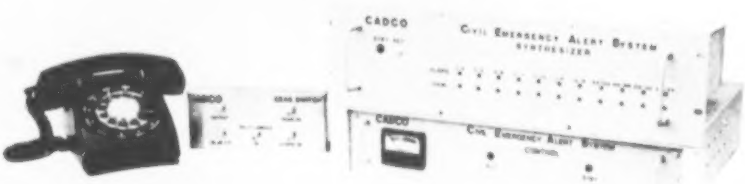

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after coming on board in early 1984 following his long tenure at Jerrold he was given carte blanche by company directors to abandon Mini-Hub II if it wasn't going to sell, O'Brien said he did just the opposite, not only staying with the product but pushing it hard.

Of course it isn't just plant expansion, increasing penetration and product obsolescence that is driving the converter market. A major incentive in manufacturers' continuing R&D in this area has been the need to lick the theft-of-service problem in a cost-effective way. The latest round of in-home and off-premises product introductions has been aimed at doing just that.

Product innovation

But new product rollouts have continued in other categories, where the only incentive is the new and replacement plant construction demand. Refinements in amplifiers, for example, have continued apace through the falloff in CATV demand, with most manufacturers rolling out 550 MHz gear during that period and one—Magnavox——going all the way to 600 MHz.

The innovations have paid off, often providing rising sales for the purveyors of new products even as the overall CATV market has plunged. Gary Hatch, vice president of sales and marketing for Antenna Technology Corp., noted this phenomenon when discussing his firm's multibeam antennas, which can see up to 20 satellites at one time. "Our business is continually growing," he said. "We've grown 15 percent since 1983; we expect another 15 percent growth into next year"—this despite the fact that the company's Simulsat antennas sell in the $10,000 to $80,000 range, which is only affordable in larger cable systems.

Satellite antenna manufacturers generally have been able to keep sales above the descending spending curve in CATV, thanks to the demand for multibeam receive capabilities. Most of the major companies in this field have introduced multibeam components over the past two years, allowing operators to retrofit dishes already in the field to facilitate reception of up to four birds at one time.

Another important area of product sales growth has been ad insertion equipment and other components of cable system studio production gear. While many operators have won concessions from franchise authorities involving cutbacks in studio commitments and, overall, there aren't nearly as many new systems being built requiring studios as they were three years ago, production equipment, as a percentage of overall CATV equipment expenditures, has more than held its own through that three-year span.

In 1982 such outlays represented 2 percent of overall spending in the new plant arena. In 1985 the survey shows projections call for $24 million in outlays, or 2.6 percent of the spending total. Given mounting demand for advertising sales capabilities at the system level, it could well be that this element of CATV spending is just beginning to take off.

Even more important to the hardware suppliers is the looming surge in demand for equipment that can deliver stereo sound from broadcast television stations. A spate of stereo adapter gear and stereo-compatible converters is entering the product flow, with the likelihood that, long-term, the market will be limited only by the total number of subscribers taking cable.

Diversification

Along with product innovation in the CATV field, diversification into related communications markets has been a buoying counterforce to the overall sag

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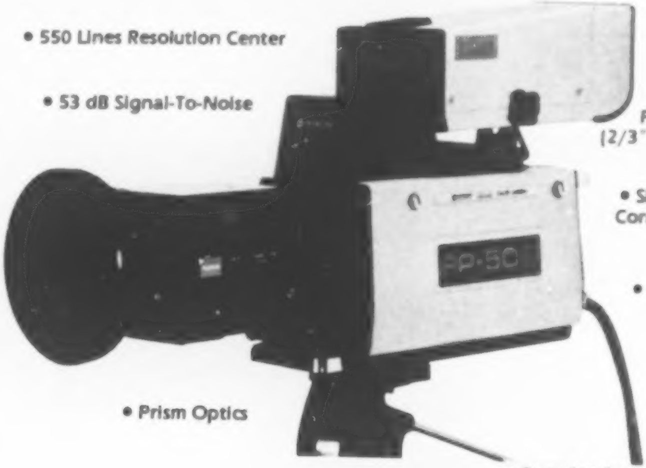

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in CATV demand.

While Antenna Technology, for example, has benefited from the uniqueness of its product innovations within the CATV market, Hatch readily acknowledges a need to seek new markets. "We've got a niche," he said, "but if we rely solely on the cable industry we'll have a problem. . . . We have been looking into other areas, like broadcast and corporate satellite downlinks."

The opportunity to take CATV-nurtured expertise into other fields has been particularly well demonstrated by C-COR, which has been its sales in data modems, LAN amplifiers and other products in the business communications field take over as the largest component in its sales mix during the past two years.

But rather than leading to an abandoning of the CATV market, this diversification has allowed C-COR to ensure the revenue growth essential to financing further development of both CATV and non-cable product, without registering large losses. In fact, despite considerable R&D outlays, including startup in manufacturing the new Quick-Alert status monitoring system and the SCAT off-premises addressable converter system, C-COR's latest income statement showed the first half of its fiscal year produced a profit of $298,000 on sales of $13.4 million, as against $538,000 on sales of $7.6 million a year earlier. Without the strong sales boost coming from the data side of its business, C-COR's costly CATV product startups probably would have produced red ink.

Times Fiber is another firm that has been able to take its know-how from cable into other areas. Having developed an analog transmission technology for fiberoptics, as against the standard digital mode employed in fiber, to accommodate the needs of the CATV environment, Times Fiber now is able to take its unique fiber systems into the burgeoning local area network business and other fields where special situations call for fiber-delivered analogue signals.

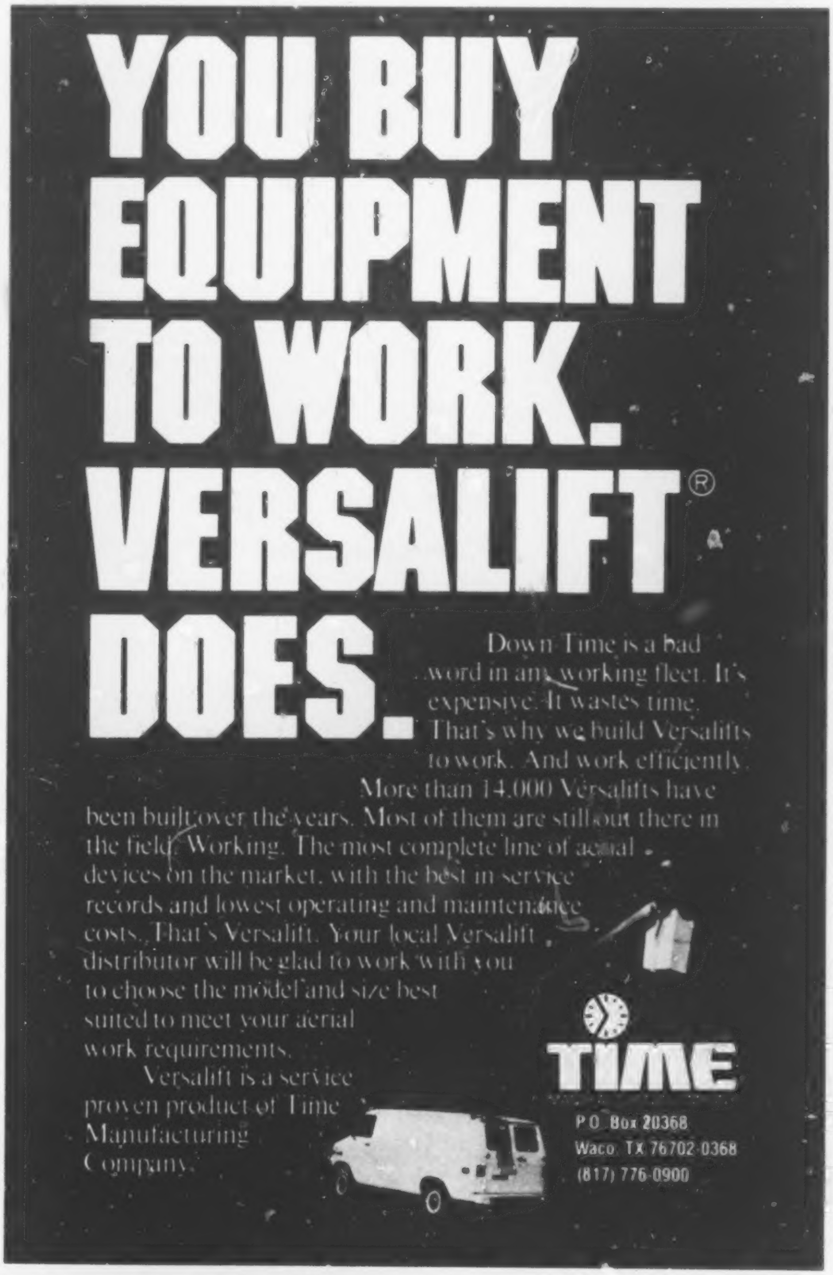
Diversification also has been an important part of the game plan for other entities heavily involved in the CATV construction market, including contractors and distributors. Surprisingly, while some of these firms have suffered significant losses and others have folded, many have prospered and grown during the period of CATV construction decline.

A case in point is the construction company formerly known as Advanced Cable Industries. Now called Advanced Communications Inc., the business "is doing fairly well," according to Michael Johnson, president. "But in order to do that, we have diversified. We're slowly building into new fields." These include security and alarm systems for cable and private institutions, phone systems and pre-wiring for builders in instances where cable companies have run out of money to fund such projects.

"The business is what you make of it," Johnson said, noting that he still has 75 percent of his sales in cable. "There's money to be made in cable, but you must know the business and the products and prepare for it. . . . What was rebuilt 10 years ago can be rebuilt now. The new construction companies that are good will be left with the rebuilds. Nobody's going to get like Ma Bell with 10 million trucks out there."

Forecasting

Knowing the business and preparing for the trends also has been the key to success at Jackson Enterprises, another major CATV construction firm. "We've just put more people on our sales staff," said John Jackson, general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manager. "Our business was up three and a half times over 1983 in 1984, and we expect 1985 to be about the same."

Jackson cited several reasons for the growth. "We have diversified somewhat into system designing," he noted. "We're also trying to make more contact with people out there for a better handle on what's going on. The biggest indicator (for business activity in the rebuild area) is the age of the systems. Typically, systems 10 years old and older are candidates. We keep an eye on the franchising calendar."

Jackson also noted the buying habits of operators as a plus for his firm. "There are more quality-conscious buyers out there," he said. "Operators are taking a more professional approach with evaluating the services offered. That's a plus for us, since we're positioned at the top end in price range and quality. The general philosophy among operators is an attitude that you get what you pay for. They're starting to make some evaluations now."

Another construction firm weathering the decline in activity without major problems is AM Cable TV, thanks in part to diversification. According to Tom Saldi, president, sales in the current fiscal year are up over last year. The firm now has three divisions—construction, E-COM and Network Technology. E-COM is a manufacturer of modems and the off-premises addressable Tier Guard systems. Network Technology handles local network installations for financial institutions, universities, hotels and office buildings. Local area networks often use coaxial cable, Saldi noted, allowing firms like AM Cable to employ their CATV construction expertise in this booming field.

"When AM was formed," he said, "it was a $30 million company. We were not going to get to $100 million in the construction business, so we bought E-COM about two years ago."

Saldi said construction now represents between 50 and 60 percent of the company's sales, and with several major city startups scheduled in the next year or so, he anticipates his firm will continue to have a healthy share of its revenues flowing from construction activity.

Another CATV construction firm relying on diversification to pad its bets is RT/Katek. "We've been on a fairly steady growth pattern for five years," said Tom Polis, executive vice president. However, with the pace of

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growth slowing, "we had to diversify," moving into such fields as fiberoptics installation, installation work for the phone company and more activity as "full-blown turnkeys and management turnkeys.

"To survive in the environment out there today," Pollis said, "a company has to be diversified so it is not totally dependent on new construction. We had to become engineering-oriented and staff ourselves for materials management. The way we see it, anyone banking strictly on CATV construction in the next two years is banking at the wrong bank."

Product distribution

Nowhere has the construction slowdown hit harder than in the product distribution side of the business. Price-cutting combined with declining demand hurt a lot of suppliers over the past two and a half years, to the point that one major concern, North Supply Co., has opted to get out of the cable television market with a decision to reorient its focus in the telecommunications supply arena where the company got its start.

But some distributors have done well, despite the shakeout. Bill Whiteley, president of CWY Electronics, reported that 1984 was a good year for his firm, despite "some squeezing on pricing because of a lot of unloading of inventory." And he anticipates 1985 will be another good year.

CWY's success has stemmed in part from its diversification into supplying line construction gear for the SMATV and hospital markets. "We had a 38 percent increase in business in 1984," Whiteley said. "We did a tremendous amount of condominium and multidwelling unit growth. We never dropped any inventories."

Anixter's Halverson, in addition to seeing underground construction as an important factor in the market outlook, noted other areas where, despite an overall drop in construction activity, business prospects bode well for firms like his. "People are concentrating more on subscriber penetration and increasing the number of hook-ups," he said, "so that's reflected in the product sales. We'll see it continue to increase as there's downturn in the number of urban builds and operators focus their attention on increasing basic subscribers. We anticipate an increase in subscriber installation product—like passers, splitters, transformers and drop hardware for installs in the home."

He also noted that "we've seen increases in distribution (electronic products) where operators are upgrading electrical equipment in the field and doing retrofitting of product to upgrade from 350 MHz to 450 MHz, for example."

On the downside, Halverson noted, "Headend and earth station sales are slow—slower than two years ago. The base is pretty well saturated, although we do see a movement of multibeam

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feed retrofits on existing earth stations."

Despite an overall market decrease which Halverson estimates to have been at 20 percent over the past year, he said, "We've been fortunate in that our sales haven't dropped off. We're more closely tied to the rebuild and upgrade markets than other suppliers. And we have maintained some growth, primarily as a result of adding new product line in 1983 and 1984, broadening our product base." Halverson said the company added such products as Alpha Standby power supply, Channel pedestals, Regal passes and Supersafe apartment house enclosures for high risers during that period.

He also noted that the company has increased the number of locations in which Anixter's inventory can be stored, making it "more accessible to the cable operator."

In 1985, he said, "we plan to continue to increase specific product line sales. We want to increase our sales of distribution electronics for the upgrade and retrofit CATV market. We want to continue to increase our share of the headend electrical supply market and of set-top converters. We have a full range of non-addressable converters, which has been a solid product line for us."

> ***"We are finding there is still a solid, strong underground market, attributable to extension, rebuilds and upgrades. . . ."***
>
> ***Gordon Halverson***
> ***Anixter Communications***

Halverson added, "We feel the marketplace now is maturing as more of a distribution industry, such as the electric and power markets or like the phone company. Once huge growth is over, the distributor tends to be the primary supplier to these industries."

The challenge

The challenge facing all firms involved in the CATV construction business was summed up well by Ken Kennedy, executive vice president of Eagle Comtronics, manufacturer of security products, including traps and converters. "The competition is strong," he said. "We're successfully maintaining our market share, but we're constantly upgrading our product and working on new products and trying to keep abreast and ahead of the competition."

He, like many others in the business, is confident the challenge will be met. "We expect a resurgence in sales," he said. "The long-awaited cable deregulation will have a positive effect on sales and feed down to the equipment manufacturers. We feel positive about the future of cable. As a telecommunications delivery system, it's the most effective." ■

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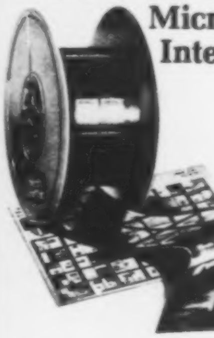

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CABLE STATS

Film product comparison—March

Film	Pay Networks					Distributor
Adventures of Marco Polo, The		ST*				S. Goldwyn
Agatha					MAX	Warner Bros.
Alice in Wonderland				HTN		Universal
All Night Long			TMC*			Universal
All The Rivers Run	HBO					Crawford Productions
Alphabet Murders, The		ST				MGM
Amazing Mr. Blunden, The		ST*				M. Klein
Amityville II: The Possession					MAX*	DeLaurentiis
Animal Talk		ST				Cox Films
Around the World in 80 Days			TMC	HTN		Warner Bros.
Avanti!			TMC*			MGM/UA
Baby, It's You			TMC*			Paramount
Ball of Fire			TMC		(MAX)	Goldwyn
Barbarella			TMC			Paramount
Best Years of Our Lives, The		(ST)	TMC		MAX	S. Goldwyn
Beulah Land Pt. I and II					MAX*	Columbia
Black Stallion Returns, The	(HBO)	(ST)	TMC	HTN		MGM/UA
Blue Lagoon		ST			MAX	Columbia
Blue Skies Again	(HBO)	(ST)	(TMC)		MAX	Warner Bros.
Brady's Escape			TMC*	(HTN)		Satori
Brainstorm		ST	TMC		(MAX)	MGM/UA
Bridge to the Sun		ST				MGM
Brian's Song			(TMC)	HTN	(MAX)	Columbia
Brink's Job, The	HBO				(MAX)	Universal
Buddy System	(HBO)		TMC*	(HTN)		20th Century-Fox
Bustin' Loose					MAX	Universal
Catherine & Co.			TMC*			Film Gallery
Chariots of Fire			TMC		MAX*	Warner Bros.
Charlie Chan and The Curse of the Dragon Queen					MAX	American Communications
Cheech & Chong Still Smokin'		(ST)	TMC*			Paramount
Christine	HBO				MAX	Columbia
Cimarron			TMC			MGM/UA
Circle of Power		ST*				Interfilm
Clash of the Titans		ST*				MGM/UA
Class	(HBO)		TMC		MAX	Orion
Class Reunion			(TMC)		MAX*	ABC
Come and Get It		ST			(MAX)	Goldwyn
Contract On Cherry St.					MAX	Columbia
Crackin' Up	HBO		TMC	HTN		Warner Bros.
Crimebusters			TMC			MGM/UA
Cross Country	(HBO)	(ST)			MAX	New World
Cujo	HBO	(ST)	TMC*		(MAX)	Warner Bros.
Dark Crystal, The	(HBO)	(ST)			MAX*	Henson
Day For Night			TMC			Warner Bros.
Day the Women Got Even, The					MAX	TLF
Dead Zone, The		ST	(TMC)			Paramount
Deal of the Century		ST*			(MAX)	Warner Bros.
Death Wish II		ST*				Viacom
Dirty Night's Work			TMC			Excel
Doctors and Nurses			TMC*			Satori
Dog Day Afternoon	HBO					Warner Bros.
Dog of Flanders, A	HBO*			(HTN)		UPA
Dracula		ST*	(TMC)		(MAX)	Universal
Dresser, The					MAX	Columbia
Earthling, The			(TMC)		MAX	Orion
Easy Rider			(TMC)		MAX*	Columbia
Electra Glide in Blue			TMC			MGM/UA
Emmanuelle on Taboo Island					MAX	Wrightwood
Exposed			TMC			MGM/UA
Fanny and Alexander	(HBO)		TMC*			Embassy
Fatty Finn		ST				Satori
Fedora					MAX	Lorimar
Ffolkes					MAX	Universal
First Blood	HBO*					Anabasis Investments
Fitzcarraldo			TMC*			Viacom
Forbidden	HBO					Jozak/Decade
Force of One, A			TMC			Viacom
Forced Vengeance			TMC			MGM/UA
Fort Apache: The Bronx	HBO					TLF
Friends For Life				HTN		Corinth
Frightmare			TMC*			Atlantic
Gandhi	(HBO)		TMC*		(MAX)	Embassy
Gift, The		ST				Goldwyn
Goin' All The Way		(ST)	TMC		(MAX)	Shapiro
Gorky Park	HBO				(MAX)	Orion
Halloween					MAX*	Compass
Hanover Street	HBO				(MAX)	Columbia
Harry and Son	HBO					Orion
Hercules		ST*	TMC			MGM/UA
Horror Planet			TMC			Almi
Hot Dog the Movie	HBO	ST	TMC			MGM/UA
Hotel New Hampshire	HBO					Orion
H.O.T.S.					MAX	Blum Group
Hot Stuff			(TMC)	(HTN)	MAX*	Columbia
Hunger, The	(HBO)	ST				MGM/UA
Hunter, The				HTN*		Paramount
Ice Castles				HTN*	(MAX)	Columbia
Ice Pirates	HBO	ST	TMC	HTN		MGM/UA
Invasion of the Body Snatchers		(ST)	TMC*		MAX*	MGM/UA
Jack the Giant Killer			TMC			MGM/UA
Jeremy					MAX*	MGM/UA
Jinxed	HBO		TMC			MGM/UA
Journey, The		ST				MGM
Joysticks		ST*				Simcom
Kentucky Fried Movie					MAX*	UFD
King of Hearts			(TMC)	HTN		MGM/UA
Krull					MAX	Columbia
Lady on the Bus		ST			(MAX)	Atlantic
La Cage Aux Folles			TMC*			MGM/UA
Last Fight		ST				Best Films
La Traviata			(TMC)	(HTN)	MAX	Universal
Laughter in Paradise					MAX	Janus
Let's Spend the Night Together	HBO	(ST)	(TMC)		(MAX)	Embassy
Little Darlings			TMC*			MGM/UA
Little Detective		ST				Satori
Little Foxes, The					MAX	S. Goldwyn
Lonely Guy, The	(HBO)		TMC			Universal
Lonely Lady, The	(HBO)		(TMC)		MAX	Universal
Lone Wolf McQuade	HBO*				(MAX)	Orion
Man, Woman and Child		(ST)	TMC*			Paramount
Marvelous Land of Oz				HTN		Universal
Max Dugan Returns	HBO	(ST)	TMC	(HTN)		20th Century-Fox
Metal Storm			TMC			Universal
Midsummer Night's Sex Comedy, A		(ST)			MAX	Warner Bros.
Misty	HBO*			(HTN)		UPA
Mixed Company			TMC*			MGM/UA
Moonlighting				HTN		Universal
My Favorite Year	HBO				(MAX)	MGM/UA
My Mother Was Never A Kid	HBO					Learning Corp. of America
Nana			(TMC)		MAX*	Viacom
Neighbors		ST				Columbia
Night Full of Rain			TMC*			Warner Bros.
Night of the Zombies		ST				Blum

MacLaine and Niven star in 'Around the World in 80 Days.'

1990: The Bronx Warriors			TMC			UFD
Now and Forever		ST*			(MAX)	Universal
Octagon, The			TMC			Viacom
Octopussy	(HBO)	(ST)	(TMC)	HTN	(MAX)	MGM
Oliver and the Artful Dodger	HBO					World Vision Enterprises
One and Only, The	HBO		TMC			Paramount
One Flew Over The Cuckoo's Nest	(HBO)		TMC		(MAX)	MGM/UA
Operation Kid Brother			TMC*			MGM/UA
Optimists, The			TMC			Paramount
Percy		ST*				Viacom
Porky's: The Next Day	(HBO)		TMC			20th Century Fox
Private Eyes, The					MAX	Private Eyes Partners
Private Lessons					MAX	Universal
Private School		ST			(MAX)	Universal
Psycho II	(HBO)		(TMC)		MAX*	Universal
Pulp			TMC*			MGM/UA
Purple Hearts	HBO		TMC			Warner Bros.
Puss In Boots				HTN		Universal
Race for the Yankee Zephyr			(TMC)		MAX	Hemdale
Racing With the Moon		ST				Paramount
Raffles					MAX	S. Goldwyn
Raiders of the Lost Ark	(HBO)	(ST)	(TMC)	(HTN)	MAX*	Paramount
Raise the Titanic		ST				AFD
Rear Window				HTN		Universal
Reckless	HBO		TMC			MGM/UA
Reckless Disregard		ST				Showtime
Red Danube		ST				MGM
Revenge of the Ninja	HBO*	(ST)	(TMC)			Viacom
Rich, Young and Pretty		ST				MGM
Risky Business		ST	(TMC)		(MAX)	Warner Bros.
Rollover			TMC		MAX	Warner Bros.
Romantic Comedy		ST				MGM/UA
Runaway Island			TMC			Grundy
Sahara	HBO	ST	TMC			Viacom
Sara and the Squirrel				HTN		Satori
Secret Life of Walter Mitty	HBO				(MAX)	S. Goldwyn
Shipwreck!			(TMC)		MAX	Warner Bros.
Slumber Party Massacre		ST				Viacom
Smilin' Through		ST*				MGM
Smoky and the Bandit Pt 3				(HTN)	MAX	Universal
"Soggy Bottom U.S.A."			(TMC)	HTN	MAX	Comworld
Somewhere In Time	HBO	(ST)	(TMC)	(HTN)		Universal
Somehwere Tomorrow		ST		HTN		Films Gallery
Song Is Born, A		ST				Goldwyn
Sounder	HBO					UPA
Space Raiders	(HBO)	ST				New Horizons
Spirit of St. Louis			TMC			Warner Bros.
Splash	HBO		TMC		MAX	Buena Vista
Springbreak	(HBO)				MAX*	Columbia
Spy With My Face		ST				MGM
Stacy's Knights				HTN	MAX	Crown
Star Chamber		ST				20th Century-Fox
Staying Alive		ST*	(TMC)			Paramount
Stay Hungry			TMC*			MGM/UA
Sting II, The		ST	(TMC)	(HTN)	(MAX)	Universal
Superman III	HBO*	(ST)	(TMC)	HTN	(MAX)	Warner Bros.
Surf II	HBO	ST				Film Gallery
Talent For Murder		ST				Showtime
Tale of Four Wishes		ST*				Coe Films
Terms of Endearment		(ST)	TMC			Paramount
They Got Me Covered					MAX	S. Goldwyn
This Is Spinal Tap	HBO					Embassy
Three Little Words			TMC			MGM/UA
Timewalker			TMC*			Wescom
Tin Drum, The			TMC			Viacom
To Begin Again			TMC	(HTN)		20th Century-Fox
Tom Sawyer		ST*	(TMC)		MAX	MGM/UA
Triumphs of a Man Called Horse			(TMC)		MAX*	Andrews
Twice Told Tales		ST				MGM
Twilight Zone The Movie		ST*			MAX*	Warner Bros.
Two of Hearts	HBO					Rainbow TV Works
Unfaithfully Yours	HBO	ST	TMC	HTN		20th Century-Fox
Unmarried Woman, An	HBO					20th Century-Fox
Until They Sail		ST				MGM
Valley Girl	(HBO)		TMC*		(MAX)	Atlantic
Vertigo				HTN		Universal
Videodrome	HBO		TMC			Universal
Vigilante			TMC*			FAW
Warlords of Atlantis					MAX	Columbia
When a Stranger Calls			TMC*			Viacom
Wicked Lady, The	(HBO)		(TMC)		MAX	Viacom
Wings			TMC			Paramount
Wiz, The		(ST)		HTN	(MAX)	Universal
World's Greatest Lover, The			TMC			20th Century-Fox
Young Nurses, The					MAX	Viacom

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in October, November, December, January, February and/or March.
- An asterisk indicates the film is a carry-over from October, November, December, January, February and/or March.
- In total, 200 films appear on the March schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, three films have played on all five services, nine films have played on four of the five services, 27 films have played on three services and 54 on two services. One hundred and sixteen were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 40 followed by Universal with 24 and Warner Bros. with 16.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	253,973	(1/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	235,000	(10/84)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	San Antonio, TX	Rogers Cablesystems	198,469	(1/85)
5.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
6.	Houston, TX	Warner Amex Cable	181,800	(1/85)
7.	East Orange, NJ	MacLean Hunter Cable	171,017	(1/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	135,279	(1/85)
10.	Cincinnati, OH	Warner Amex Cable	129,500	(12/84)
11.	Englewood, CO	United Cable	125,000	(12/84)
12.	Audubon, NJ	New York Times	121,101	(1/85)
13.	Tulsa, OK	United Cable	118,893	(12/84)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,023	(1/85)
16.	Baltimore County, MD	Comcast Cable	114,298	(1/85)
17.	Tidewater (Norfolk), VA	Cox Cable	112,350	(1/85)
18.	Erie County, NY	Prime Cable	112,048	(1/85)
19.	San Jose, CA	Gill Industries	106,786	(1/85)
20.	Memphis, TN	ATC	106,300	(12/84)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,500,000	(2/85)
2.	American Television and Communications Corp.	2,500,000	(2/85)
3.	Group W Cable	2,009,000	(12/84)
4.	Cox Cable Communications	1,538,467	(1/85)
5.	Storer Cable Communications	1,471,000	(1/85)
6.	Warner Amex Cable Communications	1,196,000	(12/84)
7.	Times Mirror Cable Television	1,001,848	(12/84)
8.	Continental Cablevision	939,000	(10/84)
9.	Newhouse Broadcasting	890,762	(2/85)
10.	Viacom Cablevision	785,000	(10/84)
11.	United Cable Television	780,000	(12/84)
12.	UA Cablesystems Corp.	704,000	(1/85)
13.	Sammons Communications	652,400	(12/84)
14.	Rogers Cablesystems	595,766	(12/84)
15.	Cablevision Systems Development	560,000	(10/84)
16.	Comcast Cable Communications	472,512	(11/84)
17.	Heritage Communications	443,040	(1/85)
18.	Jones Intercable	431,672	(12/84)
19.	Telecable Corp.	427,885	(11/84)
20.	Capital Cities Cable	374,000	(1/85)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.

C4722-2

- U.S. appeals court rocks franchising boat
- Sports Time collapse prompts action by regionals
- Cox suing for rate hike in San Diego
- U.K. franchising moves ahead

CableVision™

The news and features weekly of the cable television industry

March 11, 1985

CABLE GUIDE
PAY PER VIEW

Surprise bonanza in home electronics

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CableVision

Leading the week 11-24

Franchise process questioned

The 9th Circuit Court of Appeals in the case of *Preferred Communications vs. the City of Los Angeles* concludes that the process of granting a franchise in south central Los Angeles, similar to the method used in cities nationwide, was in violation of First Amendment rights to free speech.

Fowler asks for more

Federal Communications Commission Chairman Mark Fowler asked the House Appropriations Committee for a larger staff for fiscal year 1986 in order to implement the Cable Act.

Cabling Britain

The next stage in the cabling of Britain now is under way with the cable authority advertising five new areas for cable franchises, including two parts of London.

Court dismisses franchise challenge

An attempt to challenge the Denver franchising process finally ends with the decision of the 10th Circuit Court of Appeals to refuse to reinstate an appeal by the Mountain States Legal Foundation.

FCC issues NPRM

The Federal Communications Commission released its Notice of Proposed Rulemaking to implement the equal employment opportunity provisions of the Cable Communications Policy Act of 1984.

NCTA '85

Trygve Myhren, chairman of the convention committee, says this year's fete will feature exclusive exhibit floor hours, a quality educational program and fewer frills.

United Cable considers common shares offer

United Cable Television Corp. discloses that it is considering a $40-per-share tender offer for a "substantial number" of its common shares, according to Dow Jones.

Comband campaign

General Electric has launched its marketing campaign for its Comband proprietary bandwidth compression system at the Cable-Tec Expo in Washington, D.C.

McKinney speaks

FCC Mass Media Bureau Chief James McKinney encouraged the Society of Cable Television Engineers and the National Cable Television Association to get involved in cable technical policy matters in his speech at the annual Spring Engineering Conference.

Cox Cable San Diego sues for rate dereg

Cox Cable San Diego Inc., the country's largest cable system, sues in state court to overcome city opposition to the firm's declaration that it is eligible for deregulation under state law.

Sports network officials meet

Regional cable sports network executives will gather in Florida to form a trade organization and a program development coalition in the wake of the shutdown of Sports Time and Sportsvue Cable Network.

CBS subpoenaes Turner

The television network subpoenaes Ted Turner to determine if the cable magnate's rumored plans to attempt a hostile takeover of the network are linked to Fairness in Media, a politically conservative group that has said it wants to acquire CBS.

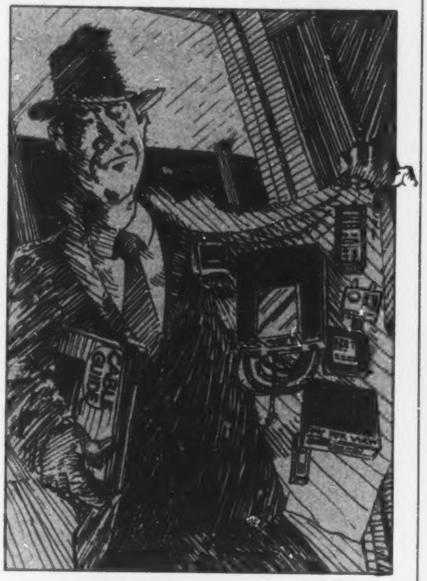
Turner Broadcasting 1984 fiscal record

Turner Broadcasting sets net income and earnings records in fiscal 1984.

Showtime/TMC appoints Schneier

Showtime/The Movie Channel has appointed Fred Schneier senior vice president of program acquisition and enterprises to better structure the company's approach to rights acquisitions.

COVER STORY



Artist Christopher Boyer depicts the operator selling his electronic wares along with programming.

Review 28

Images calls itself "America's first fashion video television show." Reviewer Robert DiMatteo thinks *Images*, which debuted on WTBS, is an idea whose time has come.

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Franchising calendar

This chart examines the franchise status of communities since February 1985.

California

Chino—BuenaVision franchise agreement revoked. Accepting proposals. (12,000 homes).

Claremont—RFP revised and sent out. Bids due May 6, 1985. (9,800 homes)

East Yolo—reviewing applications from Sonic Cable, Yolo Cable TV, Yolo Cable Communications Co. and Pacific Federal Communications (10,000 homes).

La Puente—award to United Cable 11/28/84 (8,600 homes).

Los Altos—award to United Cable 12/84 (9,000 homes).

Palo Alto—negotiating with Cable Communications Co-op of Palo Alto and City Cable Partners Inc. until April (23,000 homes).

Rosemead—soliciting franchise proposals (13,114 homes).

South Monrovia—award to Falcon Communications 9/18 (5,400 homes).

Yorba Linda—deadline extended for statements of interest (12,000 homes).

Delaware

Wilmington—negotiating with Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois

Chicago—Area I award to Communications and Cable (300,000 homes).

Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).

Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).

Naperville—award to Rite Cable Co. of Illinois Limited. Unincorporated areas open for bids until April 1, 1985 (17,500 homes).

St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).

Wheaton—award to Centel 7/2/84 (16,000 homes).

Winnetka—survey showed interest in cable insufficient to warrant franchise.

Woodridge—terminated franchising process (260 homes).

Kentucky

Fulton—award to TCI 12/13/84 (2,400 homes).

Loretto—terminated franchise process.

Maryland

Baltimore—award to United Cable 12/19/84 (302,000 homes).

Massachusetts

Belchertown—negotiating with Clearview Cablevision.

Belmont—accepting proposals until April 8, 1985 (2,760 homes).

Berkley, Dighton, Freetown—award to Continental Cablevision.

Boxborough—award to Nashoba 1/7/85 (3,100 homes).

Cambridge—reviewing proposals from American Cablesystems, Cambridge Cablevision and Cable Plus.

Danvers—award to Nashoba 1/85 (8,600 homes).

East Bridgewater—award to Continental Cable 12/3/84 (2,500 homes).

Groton—award to United Video 2/25.

Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).

Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).

Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).

Lincoln—short franchise process re-initiated. Proposals due 5/1/85.

Marblehead—award to Continental Cable 12/84.

Medfield—preliminary award to Massachusetts Cablevision Systems 10/84 (3,400 homes).

Mendon—award to Massachusetts Cablevision Systems 1/7 (1,200 homes).

Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).

Nahant—accepting proposals on March 28 (1,433 homes).

Sandwich—award to Campbell Communications (5,000 homes).

Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes).

Shirley—provisional license granted to Nashoba Communications 10/29/84 (1,827 homes).

Southborough—provisional license to Greater Worcester Cablevision (2,000 homes).

Sterling—award to Wachusett Cablevision (2,000 homes).

Stow—provisional license to Adams-Russell 9/84 (1,600 homes).

Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).

Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.

Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).

Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Almont—award to Michigan Cable 11/84.

Atlas—award to Michigan Cable 8/84.

Brandon—award to Michigan Cable 11/84.

Brown City—award to Pioneer Cablevision.

Cedar Creek—award to Horizon Cable 7/84.

Dalton—award to Horizon Cable 7/84.

Goodrich—award to Michigan Cable 9/84.

Lake Orion, Orion Twp—final award to Tribune-United 12/27/84 (7,800 homes).

North Branch—award to Michigan Cable 8/84.

Thortonville—award to Michigan Cable.

Waconia—award to Westel 12/18/84 (1,024 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).

Barrett—award to Battlelake Cable 7/84 (165 homes).

Belle Plaine—award to Dow-Sat of Minnesota 11/9/84 (973 homes).

Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).

Bird Island—award to North American Communications Corp. 10/84 (566 homes).

Cannon Falls—award to North American Cable Communications Corp. (1,060 homes).

Credit River—award to North American Communications Corp. 10/84 (880 homes).

Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).

Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).

Glenville—award to WesTel 6/84 (275 homes).

Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).

Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).

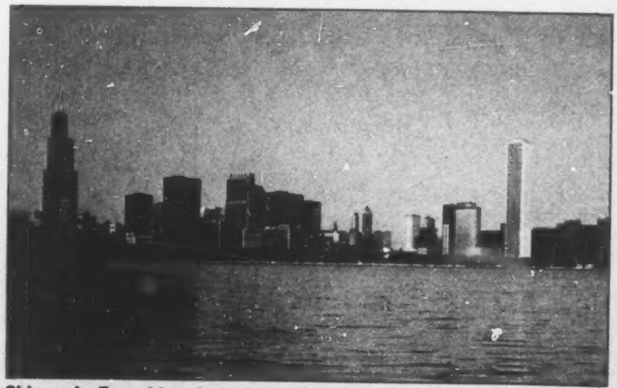
Hill City—award to Individual Satellite Systems 11/84 (400 homes).

Hinckley—award to Savage Communications 7/84 (420 homes).

Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).

Holdingford—award to WesTel Inc. 2/84 (245 homes).

Howard Lake—award to WesTel Inc. 8/84 (510 homes).



Chicago's Franchise Area 1 contract was signed by Mayor Harold Washington late last month awarding the franchise to Communications and Cable. The franchisee has until March 29 to accept the agreement.

Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).
Murdock—award to Cavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—evaluating proposals from North American Cable Communications and Rite Cable (1,272 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—award to Westel 12/18/84 (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Keene—received one proposal from Group W. Group W currently under a non-exclusive franchise until 1991. (22,000 homes).
Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Sandown—cable committee has recommended Continental Cable to Board of Selectmen. Board will vote in March to negotiate final agreement.

New Jersey

Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—reviewing proposals from Marsh Media, Greater Media, Patterson Communications Network, Patterson Cable Services and U.S. Cable and TCI (55,000 homes).

New York

Mt. Upton—terminated franchise process.
North Salem—award to Community Cable Services 12/84 (1,100 homes).
Portland—cable committee formed to begin franchise process. Tribune Cable, Harborview and U.S. Cable sent letters expressing interest (150 homes).

North Carolina

Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—RFPs issued, bids due 3/15/85.
Oberlin—preliminary award to Oberlin Cable Co-op 6/6/84 (2,600 homes).

Oregon

Dunthorpe—no response to RFP.
Seattle—city is divided into four parts; Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.
Sylvan—awaiting legal opinion needed for commission to vote on Sylvan Video Cable (1,200 homes).

Pennsylvania

Philadelphia—city is divided into four areas; Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island

Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—award to Bellevue Cablevision Inc.; appealed before Rhode Island Superior Court and Rhode Island Supreme Court (29,500 homes).

Virginia

Manassas—reviewing proposals from Cablevision of Manassas Ltd., Teleset Communications Inc., C4 Media of Manassas Ltd. and City of Manassas Cable (5,510 homes).

Washington

Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/17/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 8-FG
2.	Los Angeles	City is divided into 14 areas (A-n): 11-OP, 3-UC
3.	Chicago	City is divided into five areas: Area I-FP, Areas II, III-OP, Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RP
10	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	OP/UC
16.	Atlanta	OP
17.	St. Louis	UC/FG
18.	Tampa/St. Petersburg	OP/OP
19.	Denver	OP
20.	Baltimore	FG
21.	Sacramento/Stockton	OP/OP
22.	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	OP
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.

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- Cable industry, program suppliers reach copyright compromise
- L.A. weighs options, ramifications in U.S. court decision
- Cox seeking New Orleans scalebacks
- Nashville Network eyeing subscriber fees

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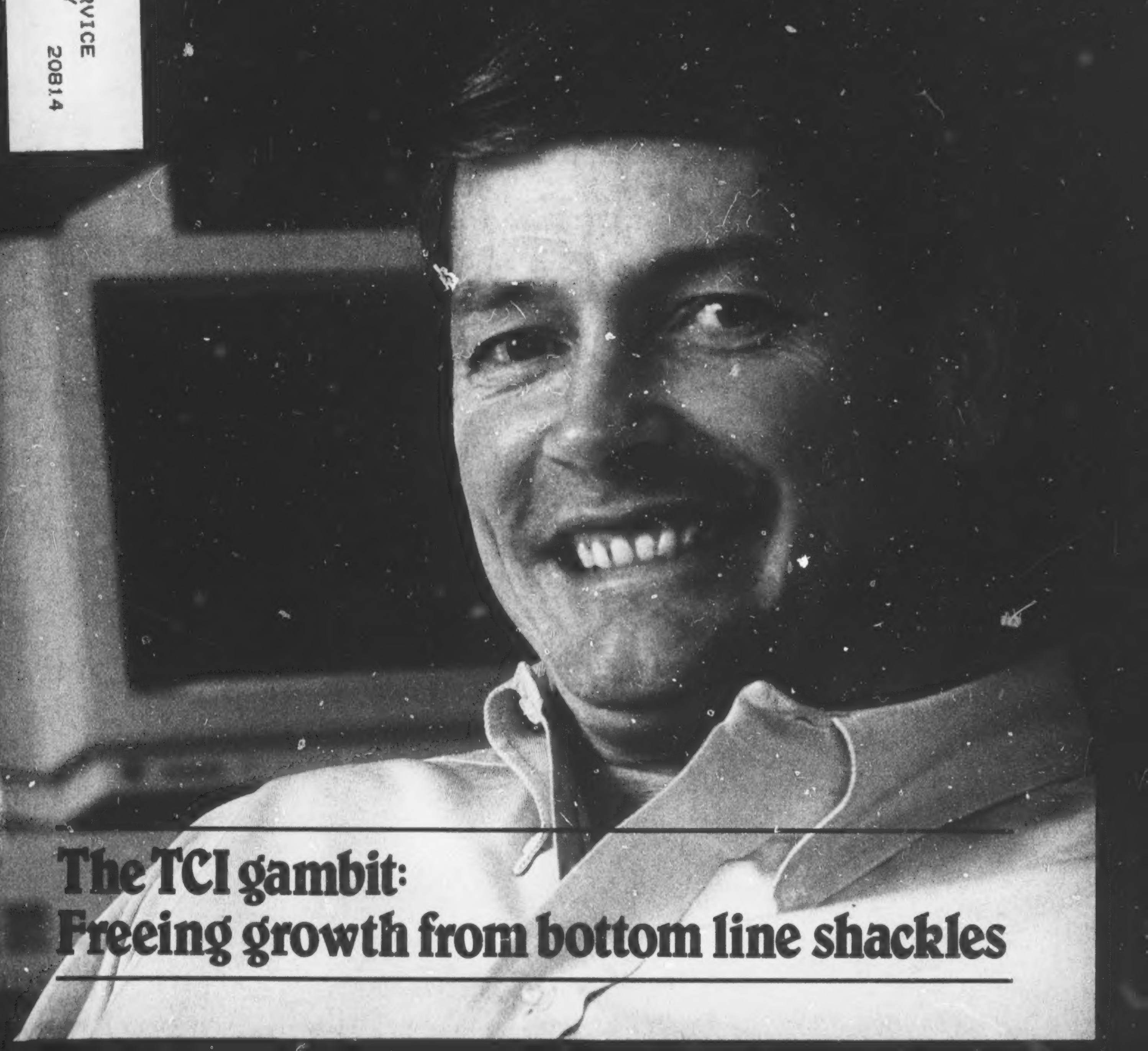
s and features weekly of the cable television industry

March 18, 1985



The TCI gambit: Freeing growth from bottom line shackles

CableVision

Leading the week 11-22

Copyright royalty fees

The cable industry and copyright owners reach a compromise settlement to adjust 1985 cable copyright royalty fees to account for inflation since 1980, subject to approval by the Copyright Royalty Tribunal.

FCC finds telco guilty

The Federal Communications Commission finds an Indiana telco guilty of violating Section 214 of the Communications Act and FCC telephone/cable cross-ownership rules and orders the telco to divest itself of all cable holdings and pay $20,000.

The 'Preferred' decision

In casting aside the city's "natural monopoly" argument, the recent court ruling may eventually open the door to two franchises in South-Central Los Angeles and to heightened competition generally throughout the industry.

'ATC v. Montevideo, Minn.'

A U.S. District Court has overruled a town that tried to stop a 5-percent rate increase by passing a rate-freeze resolution before the effective date of the 1984 Cable Communications Policy Act.

Cox New Orleans plans meeting with City Council

Representatives from Cox Cable New Orleans plan to meet with members of a New Orleans City Council committee sometime this week to discuss a list of requested franchise scalebacks that the local operator submitted to the city late last month.

FCC's 'Nevada' decision

The Federal Communications Commission reiterates to the federal courts that its *Nevada* decision gives cable operators the freedom to restructure basic service as long as must-carry channels are included.

HBO tests scramblers

The number one pay service begins the first active phase of the M/A-COM Linkabit scrambling system with the test of a Cinemax western feed.

W.Va. op's must-carry waiver request denied

The Federal Communications Commission, rejecting claims that its must-carry rules are unconstitutional, upholds a staff ruling that denied WACCO Inc., a West Virginia cable operator, a waiver of its obligation to carry a local broadcast station.

Multichannel MDS in NYC

Microband Corp. of America plans to launch a multichannel MDS service in New York City within the next 30 days in conjunction with a single-channel MDS operator here, with similar services slated for Milwaukee, Washington, D.C., and the lower San Francisco Bay area.

Precedent in West Virginia?

The FCC fuels the cable industry's concern that both broadcasters and the FCC are treating the *Melbourne* decision as precedent as the FCC releases a Notice of Proposed Rulemaking to add Ashland, Ky., to the Charleston-Huntington, W.Va., major television market.

Upgrading ACE

Upgrading the Awards for Cablecasting Excellence presentations is the first goal of the National Cable Academy, say members of the National Cable Television Association's recently created division.

Nashville Network's possible new policy

The Nashville Network will kick off its third year with several new music series, a special and a warning to operators that the network may charge per-sub fees by next spring.

Missing children campaign in Chicago

Operators here will conduct a missing children public service campaign starting next month, funded by revenues from a local gala dinner-dance that will be held March 30.

Disney into the black

After less than two years of operation, The Disney Channel breaks into the black, due in large part to per-subscriber revenue and what President Jim Jimirro terms "prudent management."

Mountain Bell dereg bill

Two afternoons of hearings bring out some 35 groups strongly opposed to a telephone deregulation bill in the state of Colorado, prompting speculation that the legislation will be killed before it's considered by the Senate.

COVER STORY

TCI's John Malone

The TCI approach

TCI's President John Malone pictured in his office at Denver headquarters with the IBM personal computer used to access the company's new satellite-delivered information service. Dubbed X*PRESS, the service is being tested in Boulder, Colo., this spring. See story page 28.

Luis Bunuel's 'Wuthering Heights'

Review 27

Reviewer Robert DiMatteo gives a round of applause for Bravo. The network has scheduled some of Luis Bunuel's films, as well as "one of the most neglected" flicks by Orson Welles, *Chimes at Midnight*.

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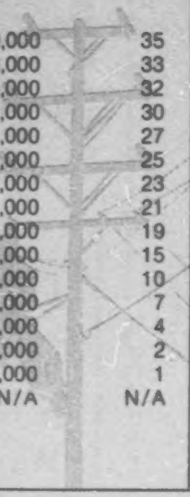
CABLE STATS

Cable Industry Growth Chart



YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984.
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
Arts and Entertainment	1,24
BET	20
CBN Cable Network	8
CNN Headline News/CNN Radio	14
Cinemax (East)	20
(West)	23
Commodity Communications Corp.	16
Country Coast-to-Coast	3
C-SPAN	19
EPG (United Video/text)	3
ESPN	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	20
(West)	13
HTN	16
The Learning Channel	16
Lifetime	17
Moody Broadcasting Network (United Video/audio service)	3
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
Nickelodeon	1
Professional Education Network	16
PTL	2
Reuter Monitor Service	18
Satellite Radio Network (audio service)	2
Seeburg/Lifestyle Music	3
Showtime (East)	12
(West)	10
SPN	5
Sportstracker	3
Stardust	9
Star Ship Stereo	6, 8
StarStation	3
UPI DataCable	3
USA Cable Network	9
(during blackout)	22
Video Hits One	15
The Weather Channel	21
WFMT (United Video/audio service)	3

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	10
Biznet	15
Bravo	2
Cable Sports Network	3
In-Touch	3
Madison Square Garden	6
National Christian Network	7
Nickelodeon (West)	4
Pacific Cable Network	24
The Playboy Channel	12
The Prime of Life Network	7
Santa Fe Communications	18
Satellite Jazz Network	17
Sheridan Broadcasting Network	7
The Silent Network	16
SportsVision	9
Star Ship Stereo	3
Trinity Broadcasting Network	17
WPIX	19

Comstar D-4 (AT&T/GTE)	**Transponder**
American Extasy	19
Country Music Television (CMTV)	18H
KTVT (Dallas)	22H
The Playboy Channel	20H
SelecTV	13V

Galaxy I (Hughes)	**Transponder**
BET	17
CBN Cable Network	11
Cinemax	19
CNN	7
CNN Headline News	8
CNN Radio Network	3
C-SPAN	13
The Disney Channel	4,24
ESPN	9
GalaVision	20
HBO (East)	23
Home Team Sports	12
Keyfax National Teletext Magazine	18
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
Showtime (East)	5
SIN	6
WGN	3
WOR-TV	15
WTBS	18

Spacenet I (GTE)	**Transponder**
ACTS	15
Baptist Telecommunications Network	1
Hospital Satellite Network	11

Aurora F5 (Alascom)	**Transponder**
Alaska Satellite Television Project	24
Learn/Alaska Television Network	20
NASA Contract Channel	13

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,500,000	(2/85)
2.	American Television and Communications Corp	2,500,000	(2/85)
3.	Group W Cable	2,009,000	(12/84)
4.	Cox Cable Communications	1,538,467	(1/85)
5.	Storer Cable Communications	1,471,000	(1/85)
6.	Warner Amex Cable Communications	1,196,000	(12/84)
7.	Times Mirror Cable Television	1,001,848	(12/84)
8.	Continental Cablevision	939,000	(10/84)
9.	Newhouse Broadcasting	896,762	(2/85)
10.	Viacom Cablevision	785,000	(10/84)
11.	United Cable Television	780,000	(12/84)
12.	UA Cablesystems Corp	704,000	(1/85)
13.	Sammons Communications	652,400	(12/84)
14.	Rogers Cablesystems	595,786	(12/84)
15.	Cablevision Systems Development	560,000	(10/84)
16.	Comcast Cable Communications	472,512	(11/84)
17.	Heritage Communications	443,040	(1/85)
18.	Jones Intercable	431,672	(12/84)
19.	Telecable Corp	427,885	(11/84)
20.	Capital Cities Cable	374,000	(1/85)
21.	Wometco Cable TV	304,868	(1/85)
22.	Prime Cable	290,993	(1/85)
23.	Daniels and Associates	285,563	(1/85)
24.	Centel Cable Television	276,753	(1/85)
25.	TCA Group	265,462	(1/85)
26.	Multimedia Cablevision	264,193	(2/85)
27.	American Cablesystems Corp	250,000	(1/85)
28.	McCaw Communications	250,000	(2/85)
29.	Cable Vision Industries	242,870	(1/85)
30.	MacLean Hunter Cable TV	237,903	(10/84)
31.	TeleScripps	220,252	(1/85)
32.	Scripps-Howard	210,225	(10/84)
33.	Adelphia Communications	196,648	(1/85)
34.	Colony Communications	193,209	(10/84)
35.	Century Communications Corp	192,023	(8/84)
36.	Rollins Cableview	189,800	(12/84)
37.	Service Electric Cable TV	189,500	(2/85)
38.	Tribune Cable Communications	187,983	(1/85)
39.	Falcon Cable TV	180,000	(1/85)
40.	Communications Service Inc	179,000	(2/85)
41.	Cablentertainment	174,067	(10/84)
42.	Tele-Media	172,438	(8/84)
43.	TKR Cable	158,000	(2/85)
44.	Western Communications	152,945	(2/85)
45.	TCI-Taft Cablevision Assoc	150,000	(5/85)
46.	Harte-Hanks Communications	140,853	(12/84)
47.	McDonald Group	139,585	(12/84)
48.	Adams-Russell Communications	137,084	(11/84)
49.	Harron Communications	132,644	(10/84)
50.	Midcontinent Cable Systems Co	128,130	(10/84)
51.	Buckeye Cablevision	121,000	(2/85)
52.	Sutton Capital Group	119,895	(9/84)
53.	Midwest Video Corp	118,102	(12/84)
54.	Harris Cable Corp	112,893	(10/84)
55.	Televents	112,500	(11/84)
56.	Armstrong Utilities	109,962	(1/85)
57.	Summit Communications	96,673	(1/85)
58.	Communications Systems Inc	94,655	(4/84)
59.	Multi-Channel TV Cable	94,334	(10/84)
60.	Greater Media	93,300	(11/84)
61.	Lenfest Group	92,763	(10/84)
62.	Cencom Cable Associates Inc	91,942	(1/85)
63.	King Videocable Co	84,485	(1/85)
64.	McClatchy Newspapers	83,447	(10/84)
65.	Palmer Communications Inc	82,691	(1/85)
66.	Perry Cable TV Corp	82,201	(11/84)
67.	The Essex Group	80,556	(10/84)
68.	U.S. Cable Corp	80,000	(10/84)
69.	WEHCO Video	79,046	(12/84)
70.	Omega Communications	74,000	(10/84)
71.	Booth Communications Co	69,879	(1/85)
72.	Cable Management Associates	69,762	(1/85)
73.	Susquehanna Broadcasting	69,614	(1/85)
74.	Pencor Services Inc	66,375	(12/84)
75.	Sonic Cable TV	63,930	(8/84)
76.	Acton Corp	63,274	(1/85)
77.	Clear TV Cable Associates	60,231	(8/84)
78.	Selkirk Communications	58,500	(2/85)
79.	Omni Cable TV	56,813	(1/85)
80.	Marsh Media	56,552	(1/85)
81.	Coaxial Communications	55,748	(1/85)
82.	National Telecommunications	51,300	(12/84)
83.	Simmons Communications	48,386	(12/84)
84.	Wisconsin Cablevision and Radio Co. Inc	48,129	(11/84)
85.	Communicom	47,694	(1/85)
86.	United Video Management	47,679	(8/84)
87.	First Carolina Communications	47,368	(1/85)
88.	Matrix Enterprises	44,194	(1/85)
89.	Helicon Corp	42,613	(10/84)
90.	Whitney Communications Corp	42,565	(1/85)
91.	Chambers Communications Corp	42,383	(10/84)
92.	Donrey Cablevision	41,465	(1/85)
93.	Joseph Gans Cable TV	41,000	(12/84)
94.	Masada Corp	38,375	(12/84)
95.	New England Cablevision	37,198	(11/84)
96.	Marcus Communications	37,000	(2/85)
97.	Northland Communications Corp	37,000	(2/85)
98.	Combined Cable Corp	36,315	(1/85)
99.	Multivision Group	35,398	(10/84)
100.	Cable Holdings Inc	33,711	(6/84)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	253,973	(1/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	235,000	(10/84)
3.	Manhattan, NY	ATC	208,900	(12/84)
4.	San Antonio, TX	Rogers Cablesystems	198,465	(1/85)
5.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
6.	Houston, TX	Warner Amex Cable	181,800	(1/85)
7.	East Orange, NJ	MacLean Hunter Cable	171,017	(1/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	135,279	(1/85)
10.	Cincinnati, OH	Warner Amex Cable	129,500	(12/84)
11.	Englewood, CO	United Cable	125,000	(12/84)
12.	Audubon, NJ	New York Times	121,101	(1/85)
13.	Tulsa, OK	United Cable	118,883	(12/84)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,023	(1/85)
16.	Baltimore County, MD	Comcast Cable	114,298	(1/85)
17.	Tidewater (Norfolk), VA	Cox Cable	112,350	(1/85)
18.	Erie County, NY	Prime Cable	112,046	(1/85)
19.	San Jose, CA	Gill Industries	108,785	(1/85)
20.	Memphis, TN	ATC	108,300	(12/84)
21.	Jacksonville, FL	Continental	105,244	(1/85)
22.	Austin, TX	ATC	102,500	(12/84)
23.	Charlotte, NC	ATC	101,700	(12/84)
24.	Toledo, OH	Buckeye Cablevision	99,319	(1/85)
25.	San Juan, PR	Harris Cable	99,253	(12/84)
26.	Central Islip (Long Island), NY	Viacom	98,684	(1/85)
27.	Seattle, WA	Group W	96,174	(12/84)
28.	Manhattan, NY	Group W	95,625	(12/84)
29.	Jefferson Parish, Kenner, LA	Cox Cable	93,212	(1/85)
30.	San Diego, CA	ATC	92,100	(12/84)
31.	San Francisco, CA	Viacom	88,801	(12/84)
32.	Los Angeles, CA	Falcon Communications	88,137	(1/85)
33.	Warren, N.J.	TKR Cable	87,400	(2/85)
34.	Grand Rapids, MI	General Electric	84,000	(1/85)
35.	Wilmington, DE	Rollins Cableview	84,000	(10/84)
36.	Seattle, WA	Viacom Cablevision	84,000	(1/85)
37.	Wichita, KS	Multimedia Cablevision	82,141	(1/85)
38.	Dallas, TX	Warner Amex	80,830	(12/84)
39.	Jackson, MS	ATC	80,700	(12/84)
40.	Pompano Beach, FL	American Cablesystems	78,050	(1/85)
41.	Phoenix, AZ	Times Mirror	77,509	(12/84)
42.	Baton Rouge, LA	Daniels & Associates	74,144	(1/85)
43.	Broward County, FL	Storer Cable	74,000	(1/85)
44.	New Orleans, LA	Cox Cable	73,403	(1/85)
45.	Boston, MA	Cablevision	73,000	(10/84)
46.	Pittsburgh, PA	TCI	73,000	(10/84)
47.	Richmond/Henrico County, VA	Continental	72,558	(1/85)
48.	Tacoma, WA	Independent	71,387	(1/85)
49.	Clearwater, FL	Vision Cable	71,350	(1/85)
50.	Flint, MI	Comcast	71,000	(10/84)
51.	Indianapolis, IN	Indianapolis Cablevision	70,358	(1/85)
52.	Greensboro, NC	ATC	69,200	(12/84)
53.	Santa Monica, CA	Group W	67,387	(12/84)
54.	Louisville, KY	Times Mirror	67,297	(12/84)
55.	South Bend, IN	Heritage	67,281	(1/85)
56.	Jefferson County, KY	Storer	67,000	(1/85)
57.	Cleveland Heights, OH	Viacom	66,000	(10/84)
58.	Raleigh, NC	ATC	65,800	(12/84)
59.	Omaha, NE	Cox Cable	65,680	(1/85)
60.	Nashville, TN	Viacom	65,362	(1/85)
61.	Kansas City, MO	ATC	64,800	(12/84)
62.	Columbus, OH	Warner Amex	64,500	(12/84)
63.	South Texas, TX	Heritage Communications	64,062	(1/85)
64.	Buffalo, NY	TCI	63,220	(11/84)
65.	Boston Complex (Malden), MA	Warner Amex	62,359	(12/84)
66.	St. Petersburg, FL	Group W Cable	62,261	(12/84)
67.	Fayetteville, NC	ATC	62,100	(12/84)
68.	Allentown, PA	Service Electric Cable	62,000	(12/84)
69.	Syracuse (suburbs), NY	NewChannels	61,583	(1/85)
70.	Oklahoma City, OK	Cox Cable	61,307	(1/85)
71	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,000	(10/84)
72.	Akron, OH	Warner Amex	60,980	(12/84)
73.	Hartford, CT	Times Mirror	60,729	(1/85)
74.	Santa Barbara, CA	Cox Cable	60,313	(1/85)
75.	Birmingham, AL	ATC	59,400	(12/84)
76.	Monterey, CA	Western Communications	59,315	(11/84)
77.	Sarasota, FL	Storer	59,000	(1/85)
78.	Snohomish County, WA	Viacom	58,600	(10/84)
79.	Fort Lauderdale, FL	Selkirk	58,500	(1/85)
80.	New Britain, CT	United Cable	58,282	(12/84)
81.	Mt. Prospect, IL	Cablenet	58,257	(1/85)
82.	Las Vegas, NV	Times Mirror	58,220	(12/84)
83.	Des Moines, IA	Heritage Communications	58,166	(1/85)
84.	Harrisburg, PA	Sammons Communications	58,000	(12/84)
85.	Fort Worth, TX	Sammons Communications	58,000	(1/85)
86.	El Paso, TX	Group W	57,606	(12/84)
87.	Bridgeport, CT	Cablevision Systems/ Scripps-Howard	57,206	(1/85)
88.	Indianapolis, IN	ATC	57,100	(12/84)
89.	New Haven, CT	Storer	57,000	(12/84)
90.	Knoxville, TN	TeleScripps	56,512	(1/85)
91.	Worcester (Leicester), MA	Greater Media	56,227	(11/84)
92.	Stamford (Fairfield), CT	Cablevision Systems Development Co.	55,359	(1/85)
93.	Columbus, OH	Coaxial Communications	55,748	(1/85)
94.	Shreveport, LA	ATC	55,500	(12/84)
95.	Madison, WI	Midcontinent Cable/ TCI and Independent	55,389	(10/84)
96.	Albany, GA	Storer	55,000	(12/84)
97.	Allentown, PA	Independent	55,000	(10/84)
98.	Binghamton, NY	NewChannels	54,920	(11/84)
99.	Chattanooga, IN	TeleScripps	54,867	(1/85)
100.	Westchester County (New Rochelle), NY	UA Cablesystems	54,000	(1/85)

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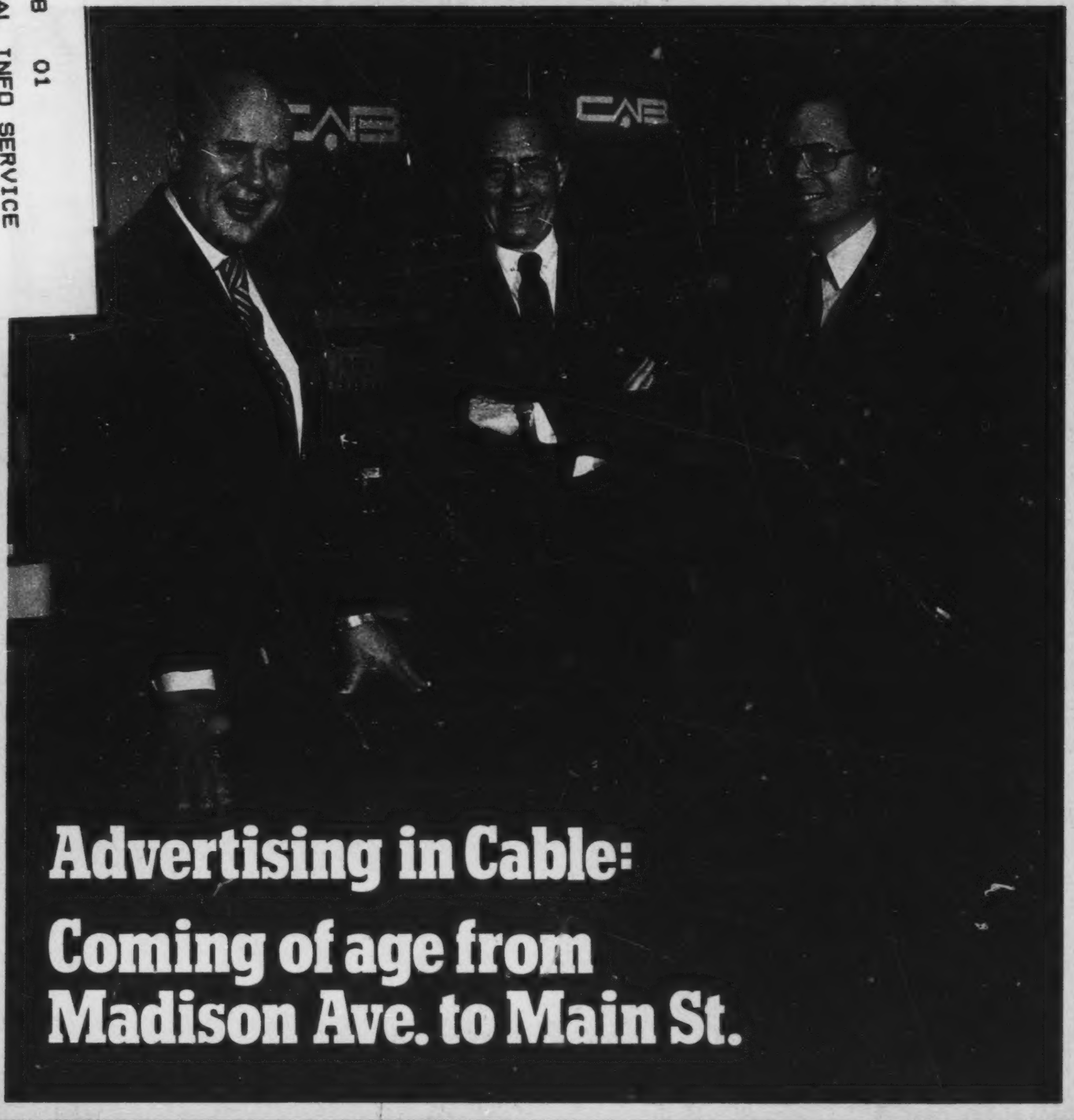

Advertising in Cable:

Coming of age from Madison Ave. to Main St.

CableVision

Leading the week......11-26

ABC, Capital Cities merger

With plans for the largest U.S. corporate takeover in history outside the oil industry, Capital Cities is faced with the likelihood that it will have to sell its cable systems, which would go a long way in financing the acquisition.

Capital Cities to divest itself of cable systems

CCC's $3.5 billion merger with ABC Inc. is likely to meet with little opposition from the FCC, Justice Department or Congress, but the 20th-largest MSO may well have to unload its 55 cable systems to meet federal restrictions.

CAB conference

CAB will focus the conference around positioning cable as top TV entertainment.

Ohio Bell may wire Cleveland

One of the three groups that turned in proposals to wire Cleveland has an agreement with Ohio Bell to build the system.

Nielsen, Arbitron estimates

A.C. Nielsen estimates 44.6 percent cable penetration while Arbitron assesses 43 percent of U.S. households receive cable.

CBS denies takeover rumors

The broadcast network reacts hastily to a host of rumors that a takeover of CBS is imminent, and its lawyers sit down to talk with Ted Turner, himself a part of such rumors.

Cablevision of Boston

A financial report released by the city's collector-treasurer March 16 recommends that the cable system clean up its own house before the city moves to help alleviate the financial strain.

N.Y. switch to single cable

The New York State Commission on Cable Television approves the switch from dual cable to single cable for the five companies slated to wire more than 2.2 million households in the outer boroughs of New York City.

Sports network parley

Representatives from regional cable sports networks finish their meeting in Florida with a decision to develop a program development task force.

Storer investors plan takeover

Coniston Partners, a group of investors, says it plans to seize control of Storer Communications Inc. and then liquidate the nation's fifth-largest cable MSO.

TCI trade with United

Tele-Communications Inc. agrees to the sale of six Oklahoma systems to United Cable in exchange for 350,000 shares of United stock.

'Business Times' negotiations

Business Times is negotiating with several venture capital companies in an effort to raise additional financing for its operation. Some industry officials speculate the morning business program may be put up for sale or shut down permanently.

Second time around for Florida Power

The FCC, for the second time, finds that Florida Power Corp. charges "unjust and unreasonable" pole attachment fees, this time to Scripps-Howard Cable Services Co. and T&W Cable Co.

Videoconference venture

Black Entertainment launches its videoconferencing venture, Black College Educational Network, producing career opportunity presentations to schools in the South.

Romulus gets on Barden

While in the throes of finalizing a contract for the Detroit cable television franchise, Don Barden must appear before the Romulus City Council for a special hearing to explain construction delays in this suburb.

Oak secures credit line

Oak Industries' campaign to turn around its recent financial fortunes generated some positive momentum last week through the securing of a $15 million, two-year credit line from a Los Angeles investment house.

Group W rate dereg likely in Los Angeles

The company's request for basic rate deregulation, which the Department of Telecommunications recommended the city deny in October, will now more than likely receive a positive recommendation by the department because of construction progress and public access efforts by Group W Cable.

COVER STORY

Interview

CableVision interviews CAB leaders Jack Clifford, Burt Staniar and Bob Alter on industry efforts and future plans for cable advertising.

Review 28

Robert DiMatteo reviews *Reckless Disregard*, Showtime's made-for-pay movie. Tess Harper plays the attorney attempting to prove "reckless disregard."

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ABC Chairman Leonard Goldenson

ABC merger

Cities may be tempted to sell ABC's interest to its partners. The same could be said for Arts & Entertainment, another one-third-owned network that is predicted to break even next year.

ESPN, which is 80-percent-owned by ABC, is a different matter, in the opinion of some analysts. Although the network is expected to show a profit this year, it could suffer because of escalating payments for sports rights.

However, most analysts think the new management will give Video Enterprises a chance and say they probably don't have any preconceived notions about the cable networks. In addition, Capital Cities is known for its traditional "hands off" policy after it acquires new communications properties.

Capital Cities is paying a high price to acquire a company that's nearly four times its size. However, Capital Cities management is legendary in its cost-cutting ability, and Wall Street apparently is confident that the merger can lead ABC to higher profitability. On the first day after the merger was announced, ABC's stock soared to $105, up more than $31 for the day, while Capital Cities' stock climbed $7.50 to $183.50.

Stocks of other communications companies have jumped as well in the last week. Analysts believe this is due in part to the fact that investors now are aware of the substantial discounts such stocks had been trading at, now that attention has been focused on ABC and CBS. While some of this increase may be due to takeover speculation, analysts say stocks of cable companies will be less affected by such speculation, since they traditionally carry a heavier debt load than companies in broadcasting.

—Sally Russell

Capital Cities

"It (the merger) would apparently be in violation of virtually all of our cross-ownership rules on the surface," one FCC official said, indicating that Capital Cities will either be forced to sell off the properties in question or obtain waivers of FCC rules. Divestiture is more likely, according to FCC sources, who note that the commission has been hesitant in the past to award waivers of its cross-ownership provisions. In addition, industry analysts expect that the sale of cable, broadcast and publishing properties will help Capital Cities finance the multi-billion dollar merger.

Capital Cities Chairman Tom Murphy and ABC Chairman Leonard Goldenson were in Washington last week to officially inform FCC commissioners and key members of Congress about the merger, although neither Murphy nor Goldenson submitted a proposal detailing how the new company would comply with federal regulations. FCC officials expect to receive a detailed proposal before ABC's shareholder meeting, tentatively scheduled for early June. The FCC could block the merger by refusing to authorize the transfer of broadcast licenses should the proposal fail to meet the cross-ownership standards.

Justice Department officials also are awaiting a detailed divestiture proposal before examining potential antitrust violations, although a Justice spokesman said that if the Capital Cities/ABC merger meets FCC requirements, it also would likely satisfy the Justice Department. The spokesman also said Justice would not give close scrutiny to the merger until after it is authorized by the FCC and both Capital Cities and ABC have filed a 30-day pre-merger notification.

Congressional officials also took a sanguine view of the proposed merger. Sources within the House Telecommunications Subcommittee said that without evidence of a public policy conflict, the subcommittee would not become involved in the merger. Members of the Senate Communications Subcommittee also foresaw no statutory obstacles that would impede the merger. "I see nothing in the law that prevents this merger," said Sen. Barry Goldwater, R-Ariz., chairman of the communications panel.

Although a Capital Cities official acknowledged that the company "is not yet certain what to divest" or whether it will seek waivers, interest in the firm's 55 cable systems already is building among the major multiple system operators.

—John Wolfe

Top 50 Designated Market Areas ranked by cable TV households

Nielsen Station Index Estimates, February 1985

Rank	DMA	Cable TV HHs February '85
1	New York	2,261,130
2	Los Angeles, Palm Springs	1,589,260
3	Philadelphia	1,116,010
4	San Francisco-Oakland	994,020
5	Boston	849,680
6	Chicago	762,110
7	Pittsburgh	714,610
8	Cleveland	614,590
9	Seattle-Tacoma	587,420
10	Houston	586,300
11	Dallas-Ft. Worth	556,800
12	Detroit	529,530
13	Miami-Ft. Lauderdale	504,590
14	Hartford & New Haven	493,180
15	San Diego	487,660
16	Tampa-St. Petersburg, Sarasota	482,970
17	Atlanta	466,310
18	Indianapolis	386,140
19	Washington, DC	382,270
20	Denver	376,320
21	Orlando-Daytona Beach	364,780
22	Portland, OR	356,180
23	New Orleans	345,210
24	Wilkes Barre-Scranton	338,580
25	St. Louis	338,170

Nielsen estimates 44.6 percent penetration

NEW YORK—A.C. Nielsen Co. has pegged cable penetration at 44.6 percent, totaling 38,018,100 U.S. households, including Alaska and Hawaii, according to its February 1985 estimate. This reflects an 8 percent growth over February 1984.

Arbitron Ratings Co., which released its cable penetration figure for February earlier this month, estimated 43 percent, or 36,463,700 U.S. households, receive cable service. In fall 1984, Arbitron estimated cable penetration at 42 percent, or 35,717,100 homes.

According to a Nielsen spokeswoman, the difference in the ratings companies' penetration estimates is probably a result of differences in methodology. Arbitron, which develops its penetration figure using responses from 404,000 television household diaries, factored in information from February, May, July and November 1984 sweep surveys. The most recent surveys weigh more heavily in the averaging estimates. A.C. Nielsen also uses information culled from its diaries. In addition, it factors in subscriber counts from cable systems around the country, according to the spokeswoman.

An Arbitron spokeswoman said differences in the ratings companies' measured market areas—Nielsen's DMA, or designated market area, and Arbitron's ADI, or area of dominant influence—could also account for the slightly different estimates, although the Nielsen representative said the companies' measured market areas are so close in size that this probably was not a factor.

—Cecilia Capuzzi

CABLE STATS

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	150	2,600,000
Arts & Entertainment	1,700	12,000,000
Black Entertainment Television (BET)	425	8,456,992
Cable News Network (CNN)	7,125	31,413,000
CNN Headline News	2,165	15,282,000
C-SPAN	1,800	20,000,000
CBN Cable Network	5,160	27,168,000
Country Music Television	200	4,500,000
Entertainment & Sports Programming Network (ESPN)	9,617	34,800,000
Eternal Word Television Network(EWTN)	221	2,000,000
Financial News Network (FNN)	11,030	18,000,000
The Learning Channel	656	5,670,000
Lifetime	2,300	24,000,000
Modern Satellite Network (MSN)	500	10,200,000
Music Television (MTV)	3,000	25,400,000
The Nashville Network	2,500	21,225,000
National Christian Network (NCN)	91	1,231,314
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	3,800	24,200,000
Pacific Cable	NA	NA
Prime of Life	NA	7,500,000
PTL The Inspirational Network	1,145	13,000,000
Satellite Program Network (SPN)	525	11,500,000
Silent Network	242	7,200,000
SIN Television Network†	328	29,261,600
Trinity Broadcasting Network	402	5,382,000
USA Network	4,500	28,600,000
Video Hits One	423	5,500,000
The Weather Channel	1,510	16,131,000
WGN-TV	6,174	15,310,235
WOR-TV	1,263	5,068,440
WPIX-TV	152	1,050,853
WTBS-TV	6,656	33,111,000

Pay services

Pay services	Affiliates	Subscribers
Bravo (only)	128	109,000
Cinemax	2,100	2,300,000
The Disney Channel	2,300	1,800,000
GalaVision	230	160,000
Home Box Office (HBO)	5,400	14,500,000
Home Theater Network (HTN)	400	300,000
The Movie Channel	2,900	3,200,000
The Nostalgia Channel	30	80,000
The Playboy Channel	536	790,000
The Rainbow Service (American Movie Classics + Bravo)	54	213,000
Showtime	3,200	5,400,000

Audio services

Audio services	Affiliates	Subscribers
Cable Radio Network	5	300,000
Lifestyle	104	2,267,015
Moody Bible Institute	43	585,578
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo	3	146
WFMT Chicago	161	1,075,367

Text services

Text services	Affiliates	Subscribers
AP News Cable	375	4,300,000
AP News Plus	5	30,500
Cable Sportstracker	4	266,693
Dow Jones Cable News	184	2,455,000
Electronic Program Guide (EPG)	222	4,139,741
Genesis Storytime	16	560,000
Reuters News View	325	3,250,000
UPI Data Cable	450	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	7	3,759
Nippon Golden Network	7	8,400
Vector Consumer News	12	300,000
Vector Consumer Shopping Guide	17	550,000

Regional entertainment services

Basic services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	131,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	9	460,000
The Ecumenical Channel	6	148,100
KTVT	46	856,396
Life Newsvision	24	35,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	1	117,000
Newsday Cable	1	236,000
Texas Cable Network	12	730,000

Pay services

Pay services	Affiliates	Subscribers
Home Sports Entertainment—Houston/Dallas	68	100,000
Home Team Sports	27	52,000
New England Sports Network	72	29,569
PRISM-Philadelphia	90	373,000
Pro-Am Sports	53	26,000
The Superchannel	NA	NA
SportsChannel (New England)	62	89,000
SportsChannel (New York)	45	398,000
SportsVision (Chicago)	22	101,000
Z-Channel	21	93,210

Announced services

Regional services	Expected Launch
Box Seat	2nd quarter 1985
Dodgervision	4/85

Satellite-fed services	Expected Launch
The Aloha Network	TBA
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
The CableShop	3rd quarter 1985
Cabletix	TBA
Comedy Entertainment Network	TBA
The Discovery Channel	5/85
Discovery Computer Network	5/85
Discovery Financial Network	5/85
Discovery Music Network	5/85
Ethnic Radio Networks	2nd quarter 1985
International Business Network	3rd quarter 1985
Kidvid Network	TBA
Magicable	TBA
Movie Time	4/85
Satellite Concert Network	TBA
Star Video Music	TBA
Studioline	4/85
The Work Channel	TBA
TV Decisions	3/85
United Satellite Network	6/85
X'Press	3rd quarter 1985

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 3,799,200.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

A&E
Armour-Dial (N)
AT&T (N)
Baldwin Piano & Organ (N)
Buick (N)
California Dept. of Tourism (N)
Ford (R)
GM (R)
Hormel (N)
Nissan Motors (N)
Paquet French Cruises (N)
Pfizer Pharmaceuticals (R)
Royal Viking Cruise Line (N)
Showtime (N)
The Movie Channel (N)
Time (N)

BET
American Beauty Products (N)
Anheuser-Busch (R)
AT&T (R)
Campbell's Soup (R)
Carson Products (R)
CBS Records (R)
Coca-Cola (R)
Ford Motor (R)
Hershey (R)
J.C. Penney (R)
Kraft (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Proctor & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Soft Sheen Products (N)
Thompson Medical (R)
Time (N)
U.S. Army (R)
U.S. Postal Service (R)
Warner Lambert (N)
William Wrigley Jr. (R)

CBN Cable Network†
A.H. Robbins
Campbell's Soup
Chevrolet Trucks
Clorox
Continental Baking
Franklin Mint
L.S. Records
Mature Marketing
Nabisco
National Geographic
National Liberty
Newsweek
RCA Records
S.C. Johnson
Security Documents
Suffolk Marketing
Thomson Medical
Time-Life

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (N)
Gannett (N)
GM (N)
M/A-COM (N)
Time (N)

Dow Jones Cable News
American Express (N)
Charles Schwab (R)
Consumer Report (R)
Forbes Stock Guide (N)
Jack Anderson's Washington Letter (N)
Pavarotti (N)
Smithsonian magazine (R)
Standard & Poor's (R)
Zion National Bank (N)

ESPN
Alberto Culver (N)
Arby's (N)
Benjamin Moore Paints (N)
Casio (R)
Eastman Kodak (R)
Ford (R)
Hertz (R)
Isuzu (N)
John Henry shirts (R)
Mazda (R)
McDonald's (N)
Paine Webber (R)
Paul Masson (R)
Porsche (N)
Radisson Hotels (N)
Royal Copiers (N)
TWA (N)
United Airlines (R)
United Parcel Service (R)
Visa (R)
Western Union (N)
Wynn Oil (N)

FNN
Allstate Insurance (N)
Chicago Board of Exchange (N)
Chicago Board of Trade (R)
Emery (N)
Hayes Computers (R)
Hitachi (N)
ITT (N)
Sorg Printing (N)
United Airlines (N)
Xerox (N)
Zion Banking (N)

Modern Satellite Network
American Association of Retired Persons (N)
American Petroleum Institute (R)
Apple Computers (N)
Chevrolet (R)
E.I. DuPont DeNemours & Co. (R)
Embassy of Australia (N)
Hartford Insurance Group (R)
Japan National Tourist Organization (N)
Kikkoman (R)
Kraft (R)
Miller Brewing (N)
Northrup (N)
Revlon (R)
Royal Viking Cruise Line (N)
7-Up (N)
U.S. Chamber of Commerce (R)
Volkswagon of America (N)

SPN†
Air Jamaica
Alexander Oil Color
American Artist magazine
Asia Society
AT&T
Bank Hapoalim
Bayer
Business Times
Casio
Chamber of Enterprise
Chesebrough Ponds
China Beer
Coca-Cola
Cone Thread
Continental Airlines
Dow Jones
El Al
ESTV Tours
Evenflo
Fisher Pen
Gerber
Grolsch Beer
Heinz
Holiday Inns
Kimberly Clark
Los Angeles Bank
National Insurance
New Zealand Meat Exports
New Zealand Railways
New Zealand Tourism Commission
Nikon
Nutrition Center

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Courage To Be Rich (N)
Living Classics (N)
Malcolm E. Smith (N)
Microwave Cookbook (N)
Scientific-Atlanta magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network
Campbell's Soup (N)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)

The Weather Channel
American Motors (R)
Bahamas (N)
Chesebrough Ponds (R)
Eastern Airlines (N)
Ford (R)
GM (R)
Italcable (R)
Ixtapa (R)
Kellogg (R)
Kimberly Clark (R)
Lipton (R)
Menley & James (R)
Mexican Tourism (R)
Michelin (R)
Plough (N)
Proctor & Gamble (R)
Prudential-Bache (R)
Ralston Purina (R)
Ramada Inns (R)
Sears Roebuck & Co.(R)
Sterling Drug (R)
United Airlines (R)
Warner Lambert (R)
W.F. Young (N)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.

C4722-2A

- Supreme Court rules on cities' antitrust immunities
- Cable advertising conference draws over 1,200 participants
- Turner copyright filing may provoke rethinking at Tribunal
- Storer leadership intensifies efforts against liquidation campaign

CableVision

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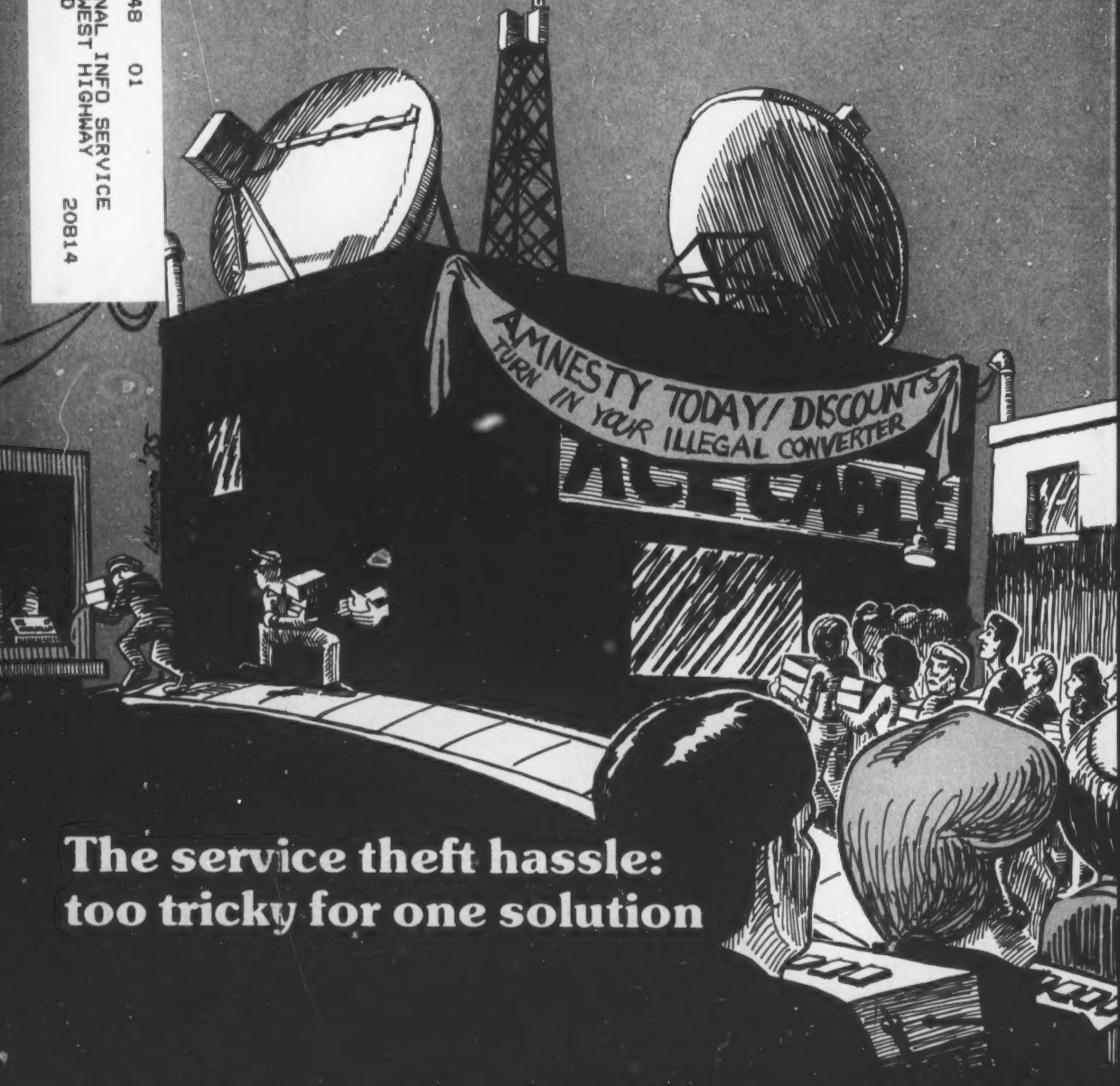
April 1, 1985


AMNESTY TODAY! DISCOUNTS
TURN IN YOUR ILLEGAL CONVERTER

The service theft hassle: too tricky for one solution

CableVision

Leading the week......11-26

Supreme Court antitrust ruling

The U.S. Supreme Court last week held that local governments engaged in anticompetitive practices are not subject to federal antitrust suits, even if the anticompetitive activity is neither compelled by state law nor actively supervised by state governments.

FCC reiterates cross-ownership ruling

The FCC stated that Capital Cities must comply with current cross-ownership restrictions which include a ban on network ownership of cable systems.

Effective competition standard considered

A liberal standard of effective competition under consideration by the Federal Communications Commission elicits threats of litigation from the National League of Cities.

Bill to delay scrambling proposed

Congressman Judd Gregg, R-N.H., last Wednesday introduced legislation which would impose a two-year moratorium on the scrambling of satellite-delivered cable programming.

Storer board fights takeover attempt

The board of directors of Storer Communications takes action to fight the group of investors moving to take control of the company and liquidate its assets.

CAB conference

High hopes for cable's advertising growth potential amid some tough give and take among executives of the advertising and cable industries set the mood at the CAB's fete.

WTBS, MSGN sports plans

Two cable services that devote sizeable chunks of their lineups to sports coverage, WTBS and Madison Square Garden Network, disclose plans for increasing such programming during a Cabletelevision Advertising Bureau conference session March 27.

TBS copyright petition

Turner Broadcasting System Inc. is asking the Copyright Royalty Tribunal to consider SuperStation WTBS a "national distant signal" and remove the controversial 3.75 percent of revenue fee many large cable systems pay to carry the satellite-delivered station.

California court rules on backyard pole issue

A California appellate court rules that cable operators can use the private, non-municipally owned utility poles in the backyards of homeowners without compensating the property owners.

House, Senate subcommittees

The subcommittee controversy in the House ends and new members are appointed to the House Telecommunications Subcommittee and the Senate Communications Subcommittee clearing the way for a 1985 agenda which won't place cable issues on top of its list.

CNI interconnects ads

Cable Networks Inc. will represent in national advertising two advertising interconnects operated by Colony Communications Inc. in Boston and Providence-New Bedford DMAs and in seven other systems owned or operated by Colony.

Oak Communications for sale

Oak Industries Inc. announces it is seeking a buyer for Oak Communications Inc., its once highly profitable cable television equipment business.

TCI 1984 results

Tele-Communications Inc., the nation's largest cable operator saw its operating income climb in 1984.

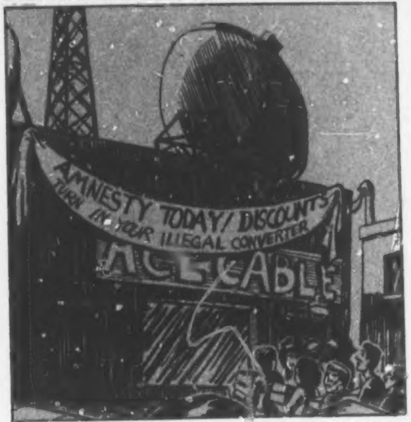
ATC's Manhattan Cable

Manhattan Cable will syndicate a locally produced special *The Idea Exchange: Today's Changing Woman.*

Cox, New Orleans continue talks

Cox Cable and the New Orleans City Council continue their talks in a search to find a compromise.

FEATURE STORY



As depicted by artist Dale LaVercombe, cable companies are working to curb cable theft from within and without. Associate Editor Sally Russell provides the details on pages 28-37. And Los Angeles Correspondent Chuck Ross zeroes in on the national debate over regulation of backyard satellite dish antennas on page 38.

Ron Howard (left) and Tony Ganz (center), executive producers of 'Maximum Security,' with Iris Dugow, HBO senior vice president, original programming, West Coast.

Review 39

Reviewer Robert DiMatteo takes a look at *Maximum Security*, Home Box Office's dramatic series about the lives of a handful of inmates, filmed at The Lincoln Heights Jail, and finds the show full of potential.

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CABLE STATS

Film product comparison—April

Film	Pay Networks					Distributor
Against All Odds	HBO	ST	TMC		MAX	Columbia
Alice the Chimp		ST				Satori
All at Sea		ST				MGM
. . . All the Marbles			TMC			MGM/UA
All The Right Moves	HBO*	ST*	TMC			20th Century-Fox
American Hot Wax	HBO					Paramount
Alphabet City	HBO	ST				Atlantic
Amityville Horror, The					MAX	Orion
And the Ship Sails On					MAX	Columbia
Angel					MAX*	New World
Animal Talk	HBO					Coe Film Assoc.
Baby, It's You			TMC*			Paramount
Bananas					MAX*	MGM/UA
Being, The		ST				Best Film
Bells Are Ringing			TMC*	HTN		MGM/UA
Beyond Reasonable Doubt			TMC			Satori
Big Bad Mama					MAX	New World
Big Chill, The	HBO*				(MAX)	Columbia
Bishop's Wife, The			(TMC)		MAX*	S. Goldwyn
Blame It On Rio	HBO*	(ST)	(TMC)			20th Century-Fox
Blue Lagoon, The		ST*			(MAX)	Columbia
Blue Skies Again	HBO*	(ST)	TMC	HTN	(MAX)	Warner Bros.
Blue Thunder	(HBO)				MAX*	Columbia
Brainstorm	HBO	(ST)	(TMC)	HTN	(MAX)	MGM
Breathless	HBO*				(MAX)	Orion
Bride Wore Black, The			TMC*			MGM/UA
Bring Me The Head of Alfredo Garcia			TMC			MGM/UA
Brink's Job, The	(HBO)			HTN	(MAX)	Universal
Broadway Danny Rose					MAX*	Orion
Browning Vision					MAX	Janus
Buddy System, The	HBO*		(TMC)	(HTN)		20th Century-Fox
Carnal Knowledge			TMC			Embassy
Cay, The				HTN		Universal
Ceiling Zero			TMC			MGM/UA
Chained Heat		ST				Movie Store
Champions	(HBO)				MAX	Embassy
Chariots of Fire			TMC*		(MAX)	Warner Bros.
Cheech and Chong Still Smokin'		(ST)	TMC*			Paramount
Cimarron			TMC*			MGM/UA
Coma		ST	(TMC)		(MAX)	MGM/UA
Cross Creek	(HBO)				MAX	AFD/EMI
Cyrano	HBO					Worldvision Enterprises
Damien: Omen II	HBO*	(ST)				20th Century-Fox
Dark Crystal, The		ST*			(MAX)	Henson Assoc.
David Copperfield	HBO					20th Century-Fox
Dead Zone, The		ST*	(TMC)			Paramount
Deal of the Century		(ST)		HTN	(MAX)	Warner Bros.
Devonsville Terror, The			TMC			Atlantic
Dressed to Kill	HBO	(ST)	(TMC)		(MAX)	Orion
Dresser, The					MAX*	Columbia
Doctor and the Girl, The		ST				MGM
Dodsworth					MAX	S. Goldwyn
Earthling, The	HBO		(TMC)		(MAX)	Orion
Easy Money	HBO*				MAX*	Orion
Easy Rider			TMC			Columbia
Eddie and the Cruisers	HBO	(ST)			(MAX)	Embassy
Enigma			TMC			Embassy
Fawn Story	HBO					A. Landsburg
Fifth Musketeer					MAX	Columbia
Fistful of Dynamite			TMC			MGM/UA
Force of One, A			TMC*			Viacom
Forever Emmanuelle		ST				Rumsen
Foxes			TMC			MGM/UA
Funny Lady		(ST)			MAX	Columbia
Gandhi			(TMC)		MAX*	Embassy
Gaslight		ST		HTN		MGM
Gift, The		ST*				Goldwyn
Goin' Coconuts	(HBO)				MAX	TLF
Golden Seal, The			TMC*			Goldwyn
Gorky Park	HBO*				(MAX)	Orion
Gulag	HBO*					Lorimar
Hair			TMC			MGM/UA
Hard to Hold	HBO	ST	TMC	HTN		Universal
Harry and Son	HBO*					Orion
Harry Tracy					MAX	Quartet
Heat and Dust	HBO*		(TMC)		(MAX)	Universal
High Road to China	(HBO)				MAX*	Galaxy
Hot Dog: The Movie	(HBO)	(ST)	TMC*			MGM/UA
Hound of the Baskervilles					MAX*	Holmes
Hunger, The		(ST)	TMC			MGM/UA
Hurricane	HBO					Paramount
Ice Pirates	(HBO)	ST*	(TMC)	(HTN)		MGM/UA
It Happened at the World's Fair		ST	(TMC)	HTN		MGM
Jack the Giant Killer			TMC*			MGM/UA
James Cagney: That Yankee Doodle Dandy			TMC			MGM/UA
Jaws III	(HBO)				MAX*	Universal
Jeremy			TMC		(MAX)	MGM/UA
Killpoint		ST				Crown
Last Plane Out		ST				New World
Last Tango In Paris		ST				MGM/UA
Lewis Carroll's Alice's Adventure in Wonderland	HBO					American Nat'l. Enterprises
Local Hero	HBO	(ST)	TMC	HTN*	(MAX)	Warner Bros.
Long Way Home, A					MAX	Alan Landsburg
Lords of Discipline		ST				Paramount
Losin' It	HBO*		(TMC)		MAX	Embassy
Lovely, But Deadly		ST				Video Media
Love Me or Leave Me			TMC			MGM/UA
Magic of Lassie, The	HBO					Lassie Productions
Making the Grade	HBO		TMC			MGM/UA
Man Between, The					MAX	Janus
Man of La Mancha			TMC			MGM/UA
Man Who Knew Too Much, The				HTN		Universal
Man Who Loved Women	(HBO)				MAX*	Columbia
Man, Woman and Child		(ST)	TMC*			Paramount
Many Rivers to Cross		ST				MGM
Massacre In Rome	HBO					Andrews & Assoc.
Midnight Express					MAX	Columbia
Midsummer Night's Sex Comedy, A		ST*			(MAX)	Warner Bros.
Mike's Murder	HBO*	ST				Warner Bros.
Mina and the Minotaur, The		ST				Satori
Minor Miracle, A		ST				K-Pay
Miracle of Kathy Miller, The				HTN		Universal
Misunderstood	HBO		TMC	HTN		MGM
Monty Python's Meaning of Life		(ST)			MAX	Universal
Moonlighting				HTN*		Universal
Moonrunners, The			TMC			MGM/UA
Moscow on the Hudson	HBO	ST	TMC		MAX	Columbia
Motel Hell		(ST)	TMC			MGM/UA
Mr. Mom	(HBO)	(ST)			MAX	20th Century-Fox
National Lampoon's Class Reunion			TMC		(MAX)	ABC Video
National Lampoon's Vacation	(HBO)	ST	TMC*		MAX*	Warner Bros.
Naughty Wives					MAX	Cannon
Neighbors		ST*				Columbia
Never Say Never Again	(HBO)	ST			(MAX)	Warner Bros.
Night In Casablanca, A			TMC			Castle Hill
Night My Number Came Up					MAX	Janus
Night of the Zombies		ST				Blum
No Big Deal		ST				Film Gallery
Octagon, The			TMC*			Viacom
Octopussy	(HBO)	(ST)		(HTN)	MAX	MGM/UA
Oklahoma!			TMC		MAX*	Goldwyn
Oliver and the Artful Dodger	HBO*					Worldvision Enterprises
One and Only, The	(HBO)		TMC*			Paramount
One Flew Over The Cuckoo's Nest	(HBO)		TMC*		(MAX)	MGM/UA
One From the Heart		ST*	(TMC)			Zoetropp
Optimists, The			TMC*			Paramount
Over the Brooklyn Bridge					MAX	Cannon
Over the Edge					MAX	Warner Bros.
Pieces of Dreams					MAX	MGM/UA
Pink Motel		ST*				Wescom
Private Eyes, The					MAX*	Private Eyes
Private School		(ST)			MAX*	Universal
Professor Potter's Magic Potion			TMC			Satori
Pursuit of D.B. Cooper	HBO				(MAX)	Polygram
Racing With the Moon		ST*				Paramount

Film	Pay Networks					Distributor
Raiders of the Lost Ark	(HBO)	ST*	(TMC)	(HTN)	(MAX)	Paramount
Rare Breed	HBO					New World
Rear Window			TMC	(HTN)		Universal
Repo Man			TMC		MAX	Universal
Reuben, Reuben	HBO		TMC			20th Century-Fox
Riddle of the Sands				(HTN)	MAX	Satori
Right Stuff, The	HBO*	(ST)	TMC*	(HTN)		Warner Bros.
Risky Business		(ST)	(TMC)		MAX*	Warner Bros.
Romancing the Stone	HBO	ST	TMC		MAX	20th Century-Fox
Running Brave	HBO	ST				Toucnstone
Safecracker, The		ST				MGM
Savannah Smiles	(HBO)	(ST)		(HTN)	MAX*	Embassy
Scarface ('32)			(TMC)	HTN		Universal
Secret of the Golden Dragon				HTN		Satori
Seems Like Old Times		ST*			MAX*	Columbia
Seven Hills of Rome		ST				MGM
Siege					MAX	Viacom
Silent Movie			(TMC)		MAX	20th Century-Fox
Silkwood	(HBO)	(ST)	(TMC)		MAX*	ABC
Slayground	HBO				(MAX)	AFD/EMI
Slumber Party Massacre		ST*				Viacom
Somebouy Killed Her Husband			TMC			Viacom
Song Remains the Same, The			TMC			Warner Bros.
South Pacific	(HBO)		TMC		(MAX)	Goldwyn
Space Raiders		(ST)			TMC	New Horizons
Spikes Gang, The			TMC			MGM/UA
Spirit of St. Louis, The			(TMC)		MAX	Warner Bros.
Splash	HBO*		(TMC)		(MAX)	Buena Vision
Splendor		ST				Goldwyn
Springbreak	HBO*				(MAX)	Columbia
Spy With My Face		(ST)		HTN		MGM
Star Chamber	HBO	ST*				20th Century-Fox
Star 80	(HBO)	(ST)	TMC*			Warner Bros.
Stars on 45				HTN		Universal
Strangers Kiss			TMC			The Movie Store
Sudden Impact	(HBO)	(ST)	(TMC)		MAX*	Warner Bros.
Survivors, The		ST	(TMC)		MAX*	Columbia
Swing Shift	HBO	ST	TMC			Warner Bros.
Tender Cousins					MAX	Crown
Terms of Endearment		(ST)	TMC*			Paramount
They Got Me Covered			TMC		(MAX)	Goldwyn
Three Little Words			TMC*	HTN		MGM
Tin Drum, The			TMC*			Viacom
Trenchcoat		ST				Touchstone
True Confessions		ST				MGM/UA
To Please A Lady		ST				MGM
Twice Upon A Time		ST		HTN		Warner Bros.
Twilight Zone The Movie	HBO	(ST)	TMC	HTN	(MAX)	Warner Bros.
Two of a Kind	HBO*	(ST)	(TMC)	(HTN)		20th Century-Fox
Up in Arms		ST			(MAX)	Goldwyn
Up the Creek					MAX	Orion
Valley Girl		ST	(TMC)		MAX*	Atlantic TV
Vice Squad					MAX	Embassy
Visit to a Chief's Son		ST				MGM/UA

Film	Pay Networks					Distributor
War Games	(HBO)	(ST)	(TMC)	HTN*	(MAX)	MGM
Weekend Pass			TMC			Crown
We of the Never Never					MAX	Columbia
What Price Glory?			TMC		(MAX)	20th Century-Fox
Where the Lilies Bloom			TMC		MAX	MGM/UA
Who's Afraid of Virginia Woolf?		ST				Warner Bros.
Wild Pony	HBO					Pony Film Productions
Wings			TMC*			Paramount
Wiz, The			TMC	(HTN)	MAX	Universal
Wonder Man		(ST)			MAX	S. Goldwyn
World's Greatest Lover, The			TMC*			20th Century-Fox
Wuthering Heights		(ST)	(TMC)		MAX	S. Goldwyn
Yankee Doodle Dandy			TMC			MGM/UA
Yellowbeard					MAX*	Orion
Yentl	HBO*	(ST)	(TMC)	(HTN)	(MAX)	MGM/UA
Yes, Giorgio!	(HBO)	ST	(TMC)			MGM/UA
Young Lady Chatterley					MAX	Film Gallery
Young Warriors, The		(ST)	TMC			Viacom
Zertigo Diamond Caper, The		ST				Coe Films

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in November, December, January, February, March and/or April.

- An asterisk indicates the film is a carry-over from November, December, January, February, March and/or April.

- In total, 218 films appear on the April schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, seven films have played on all five services, 13 films have played on four of the five services, 26 films have played on three services and 60 on two services. One hundred and twelve were unduplicated.

- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 33, followed by Warner Bros. with 19 and Columbia with 17.

- *Romancing the Stone* with Michael Douglas and Kathleen Turner is featured on the cover of The Movie Channel program guide. HBO and Cinemax program guide features *Against All Odds, The Laundromat* and *Moscow on the Hudson*. On Showtime's program guide is featured *Brothers* and *Heartbreak House*.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	253,973	(1/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	235,000	(10/84)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	San Antonio, TX	Rogers Cablesystems	198,469	(1/85)
5.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
6.	Houston, TX	Warner Amex Cable	181,800	(1/85)
7.	East Orange, NJ	MacLean Hunter Cable	171,017	(1/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	135,279	(1/85)
10.	Cincinnati, OH	Warner Amex Cable	129,500	(12/84)
11.	Englewood, CO	United Cable	125,000	(12/84)
12.	Audubon, NJ	New York Times	121,101	(1/85)
13.	Tulsa, OK	United Cable	118,893	(12/84)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,023	(1/85)
16.	Baltimore County, MD	Comcast Cable	114,298	(1/85)
17.	Tidewater (Norfolk), VA	Cox Cable	112,350	(1/85)
18.	Erie County, NY	Prime Cable	112,046	(1/85)
19.	San Jose, CA	Gill Industries	106,785	(1/85)
20.	Memphis, TN	ATC	106,300	(12/84)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,500,000	(2/85)
2.	American Television and Communications Corp.	2,500,000	(2/85)
3.	Group W Cable	2,009,000	(12/84)
4.	Cox Cable Communications	1,538,467	(1/85)
5.	Storer Cable Communications	1,471,000	(1/85)
6.	Warner Amex Cable Communications	1,196,000	(12/84)
7.	Times Mirror Cable Television	1,001,848	(12/84)
8.	Continental Cablevision	939,000	(10/84)
9.	Newhouse Broadcasting	896,762	(2/85)
10.	Viacom Cablevision	785,000	(10/84)
11.	United Cable Television	780,000	(12/84)
12.	UA Cablesystems Corp.	704,000	(1/85)
13.	Sammons Communications	652,400	(12/84)
14.	Rogers Cablesystems	595,706	(12/84)
15.	Cablevision Systems Development	560,000	(10/84)
16.	Comcast Cable Communications	472,512	(11/84)
17.	Heritage Communications	443,040	(1/85)
18.	Jones Intercable	431,672	(12/84)
19.	Telecable Corp.	427,885	(11/84)
20.	Capital Cities Cable	374,000	(1/85)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.

C4722-2A

- Another U.S. appeals court backs cable's 1st Amendment claims
- Home dish industry gains support in Congress
- USCI shuts down
- Southern California operators in big ad push

Annual Financial Roundtable

CableVision™

The news and features weekly of the cable television industry

April 8, 1985

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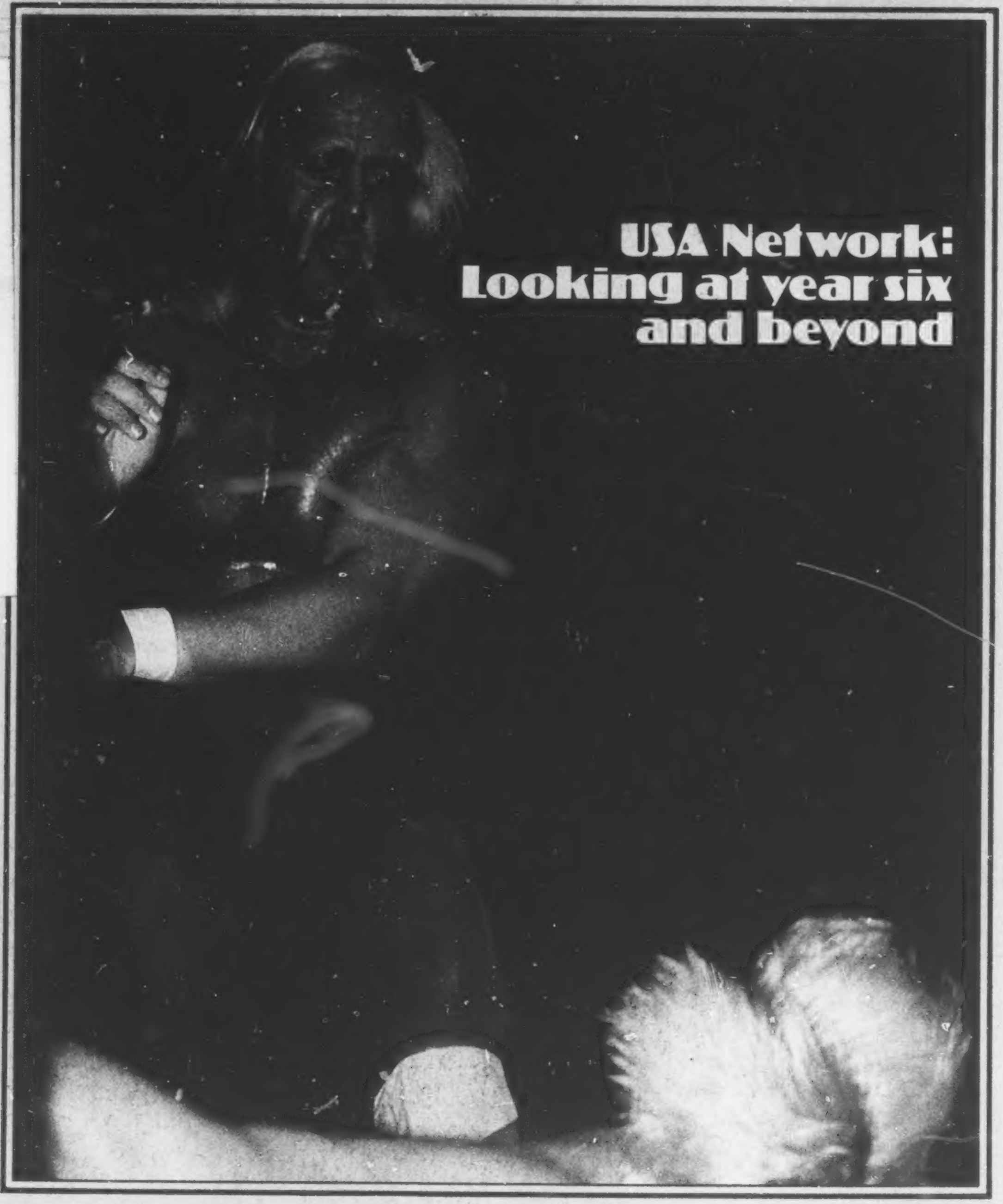

USA Network: Looking at year six and beyond

CableVision

Leading the week......11-22

Appeals court backs TCI

The U.S. Appeals Court rules Tele-Communications Inc. is entitled to protection under the First and Fifth Amendments in a franchising dispute with the U.S. Air Force.

Southern Cal. consortium to launch TV campaign

The Southern California Cable Television Marketing Council, a consortium of operators and programmers, is set to kick off a major television campaign offering a money-back guarantee to attract new subscribers.

End appears imminent for DBS subscriber system

With transmissions curtailed and negotiations with prospective buyer Tele-Communications Inc. on the verge of breaking down, the shutdown of United Satellite Communications Inc. appears imminent.

New bill regulates prices

Rep. William Tauzin, D-La., introduces a bill allowing the Federal Communications Commission to regulate fees paid by backyard dish owners for scrambled signals.

Canadian convention

Canadian cable executives assemble in Toronto for their annual three-day conference amid recent government initiatives holding important consequences for the industry.

Times Mirror-Storer swap

The U.S. Justice Department announces it will not attempt to block the proposed swap of cable television systems between Times Mirror and Storer Communications, thereby establishing new policy guidelines to remove antitrust barriers from the merger of systems.

United Cable to buy Times Mirror system

United Cable Television will purchase Times Mirror's Hartford, Conn., cable system, making the MSO the 10th largest in the country, with a total of 837,000 subscribers.

Storer appeals to FCC

Storer Communications appeals to the Federal Communications Commission to reverse a decision siding with a group seeking to take control of the company and liquidate its assets.

C-SPAN marks sixth year

The C-SPAN board of directors marks its sixth anniversary and votes to retain current officers, expand its board by one seat and delay C-SPAN's move to Washington.

Trimming must-carry rules

A congressman introduces a bill in the House that would eliminate a portion of the Federal Communications Commission's must-carry rules by denying must-carry status to some broadcast stations.

Control Data considers sale

Control Data thinks about selling its 60 percent equity in Magnicom.

USA Net's anniversary: Cause for celebration

With a 25 to 30 percent surge in advertising revenues projected for 1985, USA Network marks its fifth anniversary this week in the midst of an effort to strengthen its prime-time product and other elements of the channel's schedule.

Wall Street analysts respond to Turner takeover talk

Financial analysts offer a wide variety of opinions in response to reports of Ted Turner attempting to take over CBS.

Farrow calls court ruling cable triumph

Attorney Harold Farrow calls a district court judge's decision another victory for the cable industry's claims as a First Amendment speaker; an attorney for the city of Santa Cruz, Calif., disagrees.

Theft arrests continue

Nassau County police and Cablevision Systems Corp.'s combined efforts produces three more cable theft arrests.

About the cover

Hulk Hogan has his way with an opponent in a pro wrestling match. "The Hulkster" is the World Wrestling Federation champ and one of many featured on USA Network's *Prime Time Wrestling* and *Wrestling TNT*.

Feature story

Taking stock of cable

In the first of a two-part roundtable discussion, four financial experts with varying backgrounds share their thoughts with *CableVision* on the cable television industry's primary sources of capital funding and assess its prospects for wiring the remainder of uncabled urban markets.

Review....................................23

The Secret Agent opens The Learning Channel's new eight-part series *Agenda*. It's a documentary about the herbicide Agent Orange used during the Vietnam War and, in the words of Reviewer Robert DiMatteo, an "unspeakably upsetting portrait of American corporate and governmental irresponsibility."

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Franchising calendar

This chart examines the franchise status of communities since March 1985.

California

Chino—BuenaVision franchise agreement revoked. Acceptingproposals. (12,000 homes).
Claremont—RFP revised and sent out. Bids due May 6, 1985. (9,800 homes).
East Yolo—reviewing applications from Sonic Cable, Yolo Cable TV, Yolo Cable Communications Co. and Pacific Federal Communications (10,000 homes).
La Puente—award to United Cable 11/28/84 (8,600 homes).
Los Altos—award to United Cable 12/84 (9,000 homes).
Palo Alto—negotiating with Cable Communications Co-op of Palo Alto and City Cable Partners Inc. until April (23,000 homes).
Rosemead—award to Falcon Communications 2/26/85 (14,000 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).
Yorba Linda—deadline extended for statements of interest (12,000 homes).

Delaware

Wilmington—negotiating with Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois

Chicago—Area I award to Communications and Cable (300,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).
Naperville—award to Rite Cable Co. of Illinois Limited. Rite Cable of Illinois bid for unincorporated areas of DuPage County. (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—survey showed interest in cable insufficient to warrant franchise.
Woodbridge—terminated franchising process (260 homes).

Kentucky

Fulton—award to TCI 12/13/84 (2,400 homes).
Loretto—terminated franchise process.

Maryland

Baltimore—award to United Cable 12/19/84 (302,000 homes).

Massachusetts

Belchertown—negotiating with Clearview Cablevision.
Belmont—accepting proposals until April 8, 1985 (2,760 homes).
Berkley, Dighton, Freetown—award to Continental Cablevision.
Boxborough—award to Nashoba 1/7/85 (3,100 homes).
Cambridge—award to American Cable Systems of Cambridge 3/22/85 (43,000 homes).
Danvers—award to Nashoba 1/85 (8,600 homes).
East Bridgewater—award to Continental Cable 12/3/84 (2,500 homes).
Groton—award to United Video 2/25.
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—short franchise process re-initiated. Proposals due 5/1/85.
Marblehead—award to Continental Cable 12/84.
Medfield—preliminary award to Massachusetts Cablevision Systems 10/84 (3,400 homes).
Mendon—award to Massachusetts Cablevision Systems 1/7 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—accepting proposals on March 28 (1,433 homes).
Sandwich—award to Campbell Communications (5,000 homes).
Seekonk—Seekonk Cable appealed selectman's decision to award Massachusetts Cable. Hearing held 3/26/85, awaiting final decision. (6,000 homes).
Shirley—provisional license granted to Nashoba Communications 10/29/84 (1,827 homes).
Southborough—provisional license to Greater Worcester Cablevision (2,000 homes).
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84 (1,600 homes).
Townsend—accepting applications until 4/11/85 (2,306 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Almont—award to Michigan Cable 11/84.
Atlas—award to Michigan Cable 8/84.
Brandon—award to Michigan Cable 11/84.
Brown City—award to Pioneer Cablevision.
Cedar Creek—award to Horizon Cable 7/84.
Dalton—award to Horizon Cable 7/84.
Goodrich—award to Michigan Cable 9/84.
Lake Orion, Orion Twp—final award to Tribune-United 12/27/84 (7,800 homes).
North Branch—award to Michigan Cable 8/84.
Thortonville—award to Michigan Cable.
Waconia—award to Westel 12/18/84 (1,024 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dow-Sat of Minnesota 11/9/84 (973 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Bird Island—award to North American Communications Corp. 10/84 (566 homes).
Cannon Falls—award to North American Cable Communications Corp. (1,060 homes).
Credit River—award to North American Communications Corp. 10/84 (880 homes).
Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—award to Individual Satellite Systems 11/84 (400 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).
Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—award to Dow-Sat of Minnesota (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—award to Dow-Sat of Minnesota (481 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).
Murdock—award to Cavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).

Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—preliminary award to North American Cable Communications 4/85 (1,272 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—award to Westel 12/18/84 (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Keene—received one proposal from Group W. Group W currently under a non-exclusive franchise until 1991. (22,000 homes).
Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Sandown—reviewing applications from Continental Cablevision and Harron Communications (800 homes).

New Jersey

Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—reviewing proposals from Marsh Media, Greater Media, Patterson Communications Network, Patterson Cable Services and U.S. Cable and TCI (55,000 homes).

New York

Mt. Upton—terminated franchise process.
North Salem—award to Community Cable Services 12/84 (1,100 homes).
Portland—cable committee formed to begin franchise process. Tribune Cable, Harborview and U.S. Cable sent letters expressing interest (150 homes).

North Carolina

Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—evaluating bids from Royal American Group, Greater Cleveland Cable TV Associates and Northcoast Cable.
Oberlin—preliminary award to Oberlin Cable Co-op 6/6/84 (2,600 homes).

Oregon

Dunthorpe—no response to RFP.
Seattle—city is divided into four parts; Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.
Sylvan—awaiting legal opinion needed for commission to vote on Sylvan Video Cable (1,200 homes).

Pennsylvania

Philadelphia—city is divided into four areas; Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island

Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—award to Bellevue Cablevision Inc.; appealed before Rhode Island Superior Court and Rhode Island Supreme Court (29,500 homes).

Virginia

Manassas—reviewing proposals from Cablevision of Manassas Ltd., Teleset Communications Inc., C4 Media of Manassas Ltd. and City of Manassas Cable (5,510 homes).

Washington

Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/17/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP, outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-n), 11-OP, 3-UC
3	Chicago	City is divided into five areas: Area I-FG, Areas II, III-OP, Areas IV, V-FG
4	Philadelphia	City is divided into four areas Areas I, II, III, IV-FG
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	FG
9	Cleveland	RP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP), Tacoma-OP
15	Minneapolis/St Paul	OP/UC
16	Atlanta	OP
17	St. Louis	UC/FG
18	Tampa/St. Petersburg	OP/OP
19	Denver	OP
20	Baltimore	FG
21	Sacramento/Stockton	OP/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	OP
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source International Thomson Communications Inc

04722-2

- FCC sets competition standard under Cable Act
- Daniels, Rosencrans, Wheeler, others backing new PPV venture
- Jones Intercable offering VCRs as part of sub package
- CNN adopting new fee schedule

Local Production Roundup

CableVision

The news and features weekly of the cable television industry

April 15, 1985

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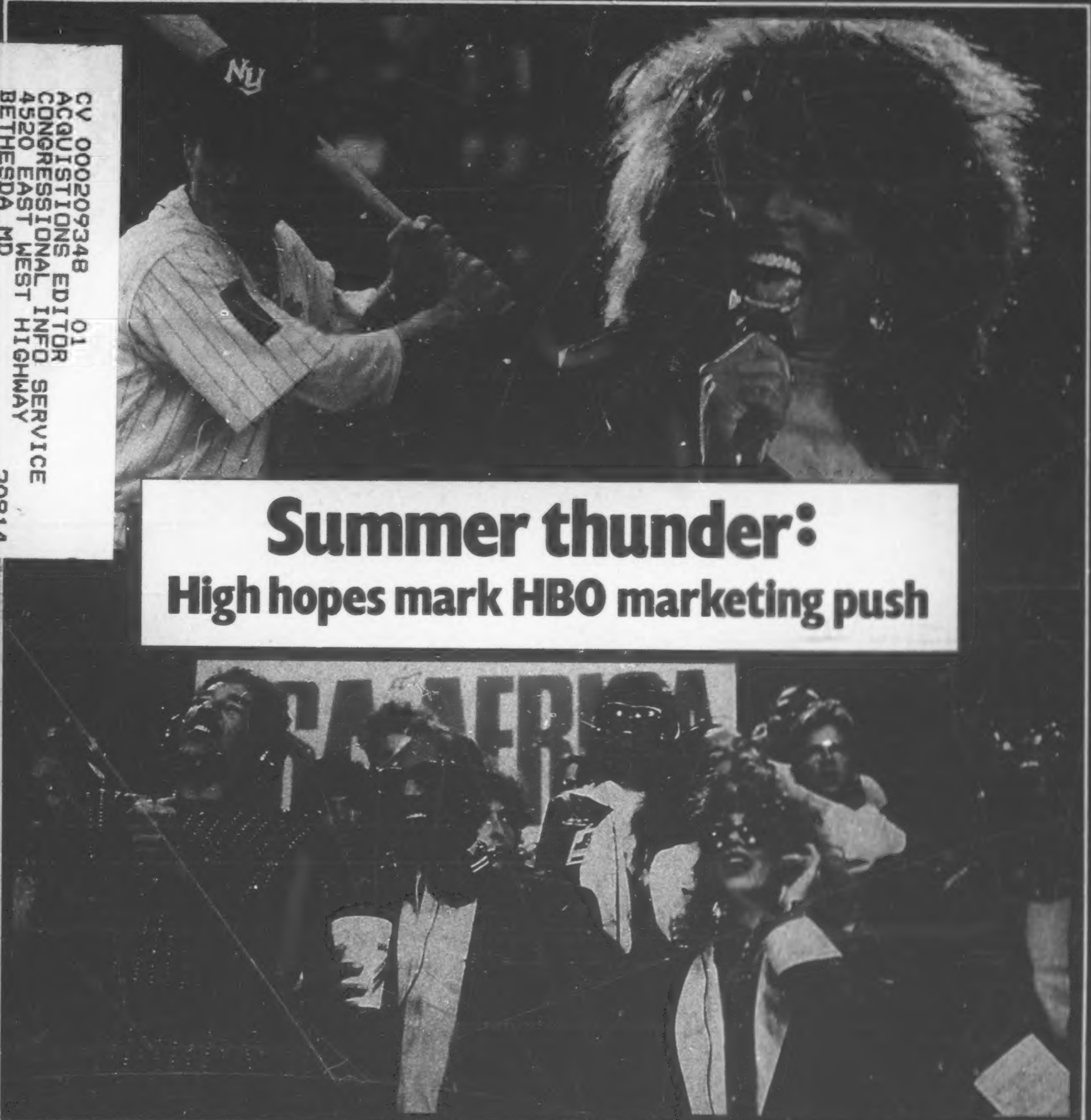

Summer thunder:

High hopes mark HBO marketing push

CableVision

Leading the week......11-26

FCC goes with liberal effective comp. standard

In a decision with sweeping deregulatory implications for the cable industry, the Federal Communications Commission rules that the presence of three or more unduplicated broadcast television signals in any given community constitutes effective competition for cable television systems serving that market.

Cable Act of 1984 opens door to telcos

In addition to deregulating most of the cable industry, the Cable Communications Policy Act of 1984 opens the door for telephone companies to compete with cable operators in rural areas.

TCI gives up on USCI

Tele-Communications Inc. President John Malone says his company has given up on negotiations with the all-but-defunct United Satellite Communications Inc., but that he is as intent as ever on developing a DBS system that would interface with cable.

'The Exchange'

Cable VIPs team up to launch a 24-hour, national pay-per-view channel entitled 'The Exchange.'

FCC won't block play for Storer

In a ruling that upholds an earlier staff action, the Federal Communications Commission says it will not stand in the way of dissident stockholders' attempt to liquidate Storer Communications.

Warner Bros. and PPV

Voicing concerns about the state of pay-per-view operations, Warner Bros. invites MSOs to meet in New York on April 16 to stipulate the standards that will govern its ongoing participation in the field.

CommuniCom gets more funding

CommuniCom, the city's largest franchisee, which filed a Chapter 11 bankruptcy reorganization on Jan. 31, was back in court last week getting authorized for an additional $2.68 million which will enable it to operate until June 30.

Warner Amex newbuilds

Warner Amex takes major strides in structuring capital funding for two major newbuild markets.

Judge strikes down Utah law

A district court judge in Salt Lake city said a 1983 state law against "indecent" programming on cable was in violation of the First Amendment and therefore unconstitutional.

Jones' VCR-cable deal

Jones Intercable reveals plans to sell General Electric videocasssette recorders, together with a cable package, to its subs in an effort to show how the two offerings are compatible.

Townsend goes to Colony

Charles Townsend leaves United Cable Television to take on top job at Colony Communications in May.

CNN per-sub rate hikes

Turner Broadcasting will ask Cable News Network affiliates this week to accept a new long-term carriage contract that incorporated per-sub fee increases in 1986 and 1987.

TBS petition draws MPAA reaction

In a move that could delay the Copyright Royalty Tribunal's inquiry into the copyright status of SuperStation WTBS, the Motion Picture Association of America has asked the CRT to establish a notice and comment period to examine issues raised by the TBS petition for copyright relief.

TBS vs. FCC

In its suit against the Federal Communications Commission, Turner Broadcasting System charges that recent rulings by U.S. Circuit Courts support the unconstitutionality of FCC must-carry rules.

SSS purchase

Satellite Syndicated Systems buys Satellite Program Network and reorganizes the priorities of several company leaders.

About the cover

In an effort they view as a way to "put excitement back into pay TV," Home Box Office officials will go to bat this summer with their most expensive programming package and marketing effort to date. See **Leading the week**.

Feature stories

CableVision this week looks at the many ways in which cable systems are making the most of their production facilities. See pages 30-35.

In the second of a two-part roundtable discussion, Executive Editor Fred Dawson speaks further with four leading figures in cable financing to get their thoughts on the industry's prospects in the capital markets.

Review 28

Reviewer Robert DiMatteo pens his impressions of the April edition of Cinemax's new monthly series *Cinemax Comedy Experiment*, which focuses on comedienne Sandra Bernhard.

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System ACE nominations involve 44 franchises

WASHINGTON—Local programs and promotional campaigns from 44 individual franchises across the country were nominated for 1985 System Awards for Cablecasting Excellence last week.

Industry representatives will determine the winners of the National Cable Television Association's annual local competition later this month, dealing with 80 nominees grouped into 32 categories. After screenings in New York, Atlanta and Washington, D.C., NCTA will announce the results at the association's convention in Las Vegas June 3.

About 245 systems submitted productions for ACE consideration this year, resulting in a pool of 748 entries. More than 800 entries were received in 1984, but there was a 15-month eligibility period for that competition compared to a seven-month period this time around, NCTA officials pointed out. The nominated programs were cablecast between June 1, 1984, and Jan. 31, 1985. Thirty-six industry executives picked the nominees, led by award chairman Anne Janas, programming development manager at Cox Cable.

Cox earned nine ACE nominations, more than any other MSO. The company was recognized for its LO efforts in San Diego, New Orleans, Tucson and elsewhere. Group W and Maclean Hunter received eight nominations apiece; Group W's Santa Monica system is one of three outlets up for the award for overall excellence in special audience programming. Viacom and American Television and Communications both had seven nominations. Other nominated MSOs included Rogers, Cablevision Systems and Newhouse.

All of Maclean Hunter's nominations were for productions by Suburban Cablevision, its East Orange, N.J., franchise. *Right to Know*, the documentary series that captured the cable industry's first DuPont-Columbia University broadcast journalism award three months ago (*CV, 1/28/85, p. 11*), received two nominations; the system also earned consideration for the overall outstanding local programming ACE, together with Storer's system in Bowling Green, Ky., and Continental's work in Cook County, Ill.

Syracuse New Channels was second among individual systems with four nominations.

CBN Cable Network will sponsor and videotape the NCTA convention's ACE ceremony, then develop its own hour-long prime-time summer special from the highlights.

—*Simon Applebaum*

Lifetime gains Nielsen slot, Nick sets record

NEW YORK—Lifetime scored a 0.3 rating share on a 24-hour basis, finally winning a place on the A.C. Nielsen Co. ratings chart in March, while Nickelodeon scored its highest rating ever in total day during the first quarter of 1985. These are two of the key findings in the latest A.C. Nielsen Co. ratings data for basic cable.

WTBS led the basic networks in February and March with a 24-hour 2.1 rating and 1.9 rating, respectively. In March USA Network took third place after Nickelodeon garnered a 1 rating/3 share in total day. USA Network scored a 0.9 rating/3 share during March on a 24-hour basis, down from a 1 rating in February. MTV held steady with a 0.9 rating/3 share. The rock video network showed a similar performance during February and during the fourth quarter of 1984.

ESPN was up slightly with a 0.8 rating in March. It averaged a 0.7 rating in February and during the fourth quarter of 1984. Cable News Network also held steady with a 0.7 rating in February and March, down slightly from 1984's fourth quarter 0.7 average 24-hour rating. CNN Headline News has been showing a consistent 0.4 rating on a 24-hour basis.

February and March 1985, seven-day, 24-hour average audience ratings and household delivery

FEBRUARY 1985

Network	Rating	Share	Percent of US TV HH	HH Delivery
WTBS	2.1	6	40	713,000
USA	1.0	3	35	297,000
*NICK	1.0	3	29	246,000
CBN	0.9	3	33	252,000
MTV	0.9	2	30	229,000
ESPN	0.7	2	42	250,000
CNN	0.6	2	38	194,000
**TNN	0.5	1	26	110,000
CNN-HL	0.4	1	18	61,000
LIFE	not reportable			

* 7 a.m.-8 p.m.
** 9 a.m.-3 a.m.

Source A.C. Nielsen Co. data

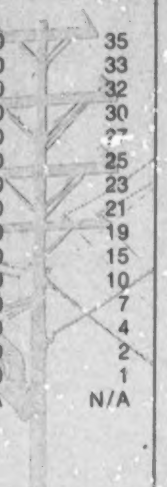
MARCH 1985

Network	Rating	Share	*HH Delivery
WTBS	1.9	6	645,000
USA	0.9	3	267,000
**NICK	1.0	3	246,000
CBN	0.8	2	224,000
MTV	0.9	3	229,000
ESPN	0.8	2	285,000
CNN	0.6	2	194,000
TNN	not available		
CNN-HL	0.4	1	61,000
LIFE	0.3	1	not available

* Based on February penetration figures
** 7 a.m.-8 p.m.
Note: Percent of US TV HH not available for March.
Source: All data taken from Nielsen HomeVidec Index overnights

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A



Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984.
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
Arts and Entertainment	24
BET	20
CBN Cable Network	8
Cinemax (West)	23
C-SPAN	19
EPG (United Video/text)	3
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (West)	13
HTN	16
The Learning Channel	16
Lifetime	17
MSN—The Information Channel	22
MTV	11
National Jewish Television	10
Nickelodeon	1
PTL	2
Reuter Monitor Service	18
Seeburg/Lifestyle Music	3
Showtime (West)	10
SPN	6
USA Cable Network	9
(during blackout)	22
Video Hits One	15
The Weather Channel	21

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	10
Biznet	15
Bravo	2
Cable Sports Network	3
Home Sports Entertainment	11
Madison Square Garden	6
National Christian Network	7
Nickelodeon (West)	4
Odyssey	23
The Playboy Channel	12
The Prime of Life Network	7
The Silent Network	16
SportsVision	9
Trinity Broadcasting Network	17
WPIX	19

Westar III (Western Union)	**Transponder**
AP News Cable	1
AP NewsPlus	1

Westar IV (Western Union)	**Transponder**
ABC Contract Channel	20
Atlantic City Horse Racing	6
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Mutual Radio Network	1
National Public Radio	2
Public Broadcasting System	15, 17, 21, 23
Texas State Network	2
Word of Faith Satellite Network	6

Westar V (Western Union)	**Transponder**
Fantasy Unrestricted Network (FUN)	24
FNN	4
The Meadows Racing Network	22
Pro-Am Sports System (PASS)	14
The University Network	2

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television (CMTV)	18
KTVT (Dallas)	22
The Nostalgia Channel	19
SelecTV	13

Galaxy I (Hughes)	**Transponder**
CBN Cable Network	11
Cinemax (East)	19
CNN	7
CNN Headline News	8
C-SPAN	13
The Disney Channel	4,24
ESPN	9
GalaVision	20
HBO (East)	23
Home Team Sports	12
Keyfax National Teletext Magazine	18
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
Showtime (East)	5
SIN	6
WGN	3
WOR-TV	15
WTBS	18

Spacenet I (GTE)	**Transponder**
ACTS	15

Aurora F5 (Alascom)	**Transponder**
Alaska Satellite Television Project	24
Learn/Alaska Television Network	20
NASA Contract Channel	13

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	3,660,938	(4/85)
2.	American Television and Communications Corp.	2,500,000	(2/85)
3.	Group W Cable	2,009,000	(12/84)
4.	Cox Cable Communications	1,538,467	(1/85)
5.	Storer Cable Communications	1,471,000	(1/85)
6.	Warner Amex Cable Communications	1,196,000	(12/84)
7.	Continental Cablevision	1,021,000	(2/85)
8.	Times Mirror Cable Television	1,001,848	(12/84)
9.	Newhouse Broadcasting	896,762	(2/85)
10.	United Cable Television	807,500	(2/85)
11.	Viacom Cablevision	797,000	(3/85)
12.	UA Cablesystems Corp.	704,000	(1/85)
13.	Sammons Communications	652,400	(12/84)
14.	Rogers Cablesystems	595,766	(12/84)
15.	Cablevision Systems Development	560,000	(10/84)
16.	Comcast Cable Communications	472,512	(11/84)
17.	Heritage Communications	443,040	(1/85)
18.	Jones Intercable	431,672	(12/84)
19.	Telecable Corp.	427,885	(11/84)
20.	Capital Cities Cable	374,000	(1/85)
21.	Wometco Cable TV	304,838	(1/85)
22.	Prime Cable	290,993	(1/85)
23.	Daniels and Associates	285,563	(1/85)
24.	Centel Cable Television	276,753	(1/85)
25.	TCA Group	265,482	(1/85)
26.	Multimedia Cablevision	264,193	(2/85)
27.	American Cablesystems Corp.	250,000	(1/85)
28.	McCaw Communications	250,000	(2/85)
29.	Cable Vision Industries	242,870	(1/85)
30.	MacLean Hunter Cable TV	237,903	(10/84)
31.	TeleScripps	220,252	(1/85)
32.	Scripps-Howard	[illegible]0,225	(10/84)
33.	Adelphia Communications	[illegible]6,648	(1/85)
34.	Colony Communications	193,209	(10/84)
35.	Century Communications Corp.	192,023	(8/84)
36.	Rollins Cableview	189,800	(12/84)
37.	Service Electric Cable TV	189,500	(2/85)
38.	Tribune Cable Communications	187,983	(1/85)
39.	Falcon Cable TV	180,000	(1/85)
40.	Communications Service Inc.	179,000	(2/85)
41.	Cablentertainment	174,067	(10/84)
42.	TKR Cable	158,000	(2/85)
43.	Western Communications	152,945	(2/85)
44.	TCI-Taft Cablevision Assoc.	150,000	(3/85)
45.	Harte-Hanks Communications	140,853	(12/84)
46.	McDonald Group	139,585	(12/84)
47.	Adams-Russell Communications	137,084	(11/84)
48.	Harron Communications	132,644	(10/84)
49.	Midcontinent Cable Systems Co.	128,180	(10/84)
50.	Buckeye Cablevision	121,000	(2/85)
51.	Sutton Capital Group	119,895	(9/84)
52.	Midwest Video Corp.	118,102	(12/84)
53.	Harris Cable Corp.	112,895	(10/84)
54.	Televents	112,500	(11/84)
55.	Armstrong Utilities	109,962	(1/85)
56.	Summit Communications	96,673	(1/85)
57.	Communications Systems Inc.	94,655	(4/84)
58.	Multi-Channel TV Cable	94,334	(10/84)
59.	Greater Media	93,300	(11/84)
60.	Lenfest Group	92,763	(10/84)
61.	Cencom Cable Associates Inc.	91,942	(1/85)
62.	King Videocable Co.	84,485	(1/85)
63.	McClatchy Newspapers	83,447	(10/84)
64.	Palmer Communications Inc.	82,691	(1/85)
65.	Perry Cable TV Corp.	82,201	(11/84)
66.	The Essex Group	80,556	(10/84)
67.	U.S. Cable Corp.	80,000	(10/84)
68.	WEHCO Video	79,046	(12/84)
69.	Omega Communications	74,000	(10/84)
70.	Booth Communications Co.	69,879	(1/85)
71.	Cable Management Associates	69,762	(1/85)
72.	Susquehanna Broadcasting	69 614	(1/85)
73.	Pencor Services Inc.	66,375	(12/84)
74.	Sonic Cable TV	63,930	(8/84)
75.	Acton Corp.	63,274	(1/85)
76.	Media General Inc.	61,037	(3/85)
77.	Clear TV Cable Associates	60,231	(8/84)
78.	Selkirk Communications	58,500	(2/85)
79.	Omni Cable TV	56,813	(1/85)
80.	Marsh Media	56,552	(1/85)
81.	Coaxial Communications	55,748	(1/85)
82.	National Telecommunications	51,300	(1[illegible]/84)
83.	Simmons Communications	48,386	(12/84)
84.	Wisconsin Cablevision and Radio Co. Inc.	48,123	(11/84)
85.	Communicom	47,694	(1/85)
86.	United Video Management	47,679	(8/84)
87.	First Carolina Communications	47,368	(1/85)
88.	Matrix Enterprises	44,194	(1/85)
89.	Helicon Corp.	42,613	(10/84)
90.	Whitney Communications Corp.	42,565	(1/85)
91.	Chambers Communications Corp.	42,383	(10/84)
92.	Donrey Cablevision	41,465	(1/85)
93.	Joseph Gans Cable TV	41,000	(12/84)
94.	Masada Corp.	38,375	(12/84)
95.	New England Cablevision	37,198	(11/84)
96.	Marcus Communications	37,000	(2/85)
97.	Northland Communications Corp.	37,000	(2/85)
98.	Combined Cable Corp.	36,315	(1/85)
99.	Multivision Group	35,398	(10/84)
100.	Cable Holdings Inc.	33,711	(8/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	253,973	(1/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	235,000	(10/84)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	San Antonio, TX	Rogers Cablesystems	198,469	(1/85)
5.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
6.	Houston, TX	Warner Amex Cable	181,800	(1/85)
7.	East Orange, NJ	MacLean Hunter Cable	171,017	(1/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	135,279	(1/85)
10.	Cincinnati, OH	Warner Amex Cable	129,500	(12/84)
11.	Englewood, CO	United Cable	125,000	(12/84)
12.	Tulsa, OK	United Cable	122,388	(3/85)
13.	Audubon, NJ	New York Times	121,101	(1/85)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,023	(1/85)
16.	Baltimore County, MD	Comcast Cable	114,298	(1/85)
17.	Tidewater (Norfolk), VA	Cox Cable	112,350	(1/85)
18.	Erie County, NY	Prime Cable	112,046	(1/85)
19.	San Jose, CA	Gill Industries	106,785	(1/85)
20.	Memphis, TN	ATC	106,300	(12/84)
21.	Jacksonville, FL	Continental	105,244	(1/85)
22.	Austin, TX	ATC	102,500	(12/84)
23.	Charlotte, NC	ATC	101,700	(12/84)
24.	Toledo, OH	Buckeye Cablevision	99,319	(1/85)
25.	San Juan, PR	Harris Cable	99,253	(12/84)
26.	Central Islip (Long Island), NY	Viacom	98,684	(1/85)
27.	Seattle, WA	Group W	98,174	(12/84)
28.	Manhattan, NY	Group W	95,625	(12/84)
29.	Jefferson Parish, Kenner, LA	Cox Cable	93,212	(1/85)
30.	San Diego, CA	ATC	92,100	(12/84)
31.	San Francisco, CA	Viacom	88,801	(12/84)
32.	Los Angeles, CA	Falcon Communications	88,137	(1/85)
33.	Warren, N.J.	TKR Cable	87,400	(2/85)
34.	Grand Rapids, MI	General Electric	84,000	(1/85)
35.	Wilmington, DE	Rollins Cableview	84,000	(10/84)
36.	Seattle, WA	Viacom Cablevision	84,000	(1/85)
37.	Wichita, KS	Multimedia Cablevision	82,141	(1/85)
38.	Dallas, TX	Warner Amex	80,830	(12/84)
39.	Jackson, MS	ATC	80,700	(12/84)
40.	Pompano Beach, FL	American Cablesystems	76,050	(1/85)
41.	Phoenix, AZ	Times Mirror	77,509	(12/84)
42.	Baton Rouge, LA	Daniels & Associates	74,144	(1/85)
43.	Broward County, FL	Storer Cable	74,000	(1/85)
44.	New Orleans, LA	Cox Cable	73,403	(1/85)
45.	Boston, MA	Cablevision	73,000	(10/84)
46.	Pittsburgh, PA	TCI	73,000	(10/84)
47.	Richmond/Henrico County, VA	Continental	72,558	(1/85)
48.	Tacoma, WA	Independent	71,387	(1/85)
49.	Clearwater, FL	Vision Cable	71,350	(1/85)
50.	Flint, MI	Comcast	71,000	(10/84)
51.	Indianapolis, IN	Indianapolis Cablevision	70,358	(1/85)
52.	Greensboro, NC	ATC	69,200	(12/84)
53.	Santa Monica, CA	Group W	67,387	(12/84)
54.	Louisville, KY	Times Mirror	67,297	(12/84)
55.	South Bend, IN	Heritage	67,281	(1/85)
56.	Jefferson County, KY	Storer	67,000	(1/85)
57.	Cleveland Heights, OH	Viacom	66,000	(10/84)
58.	Raleigh, NC	ATC	65,800	(12/84)
59.	Omaha, NE	Cox Cable	65,680	(1/85)
60.	Nashville, TN	Viacom	65,362	(1/85)
61.	Kansas City, MO	ATC	64,800	(12/84)
62.	Columbus, OH	Warner Amex	64,500	(12/84)
63.	South Texas, TX	Heritage Communications	64,062	(1/85)
64.	Buffalo, NY	TCI	63,220	(11/84)
65.	Boston Complex (Malden), MA	Warner Amex	62,359	(12/84)
66.	St. Petersburg, FL	Group W Cable	62,261	(12/84)
67.	Fayetteville, NC	ATC	62,100	(12/84)
68.	Allentown, PA	Service Electric Cable	62,000	(12/84)
69.	Syracuse (suburbs), NY	NewChannels	61,583	(1/85)
70.	Oklahoma City, OK	Cox Cable	61,307	(1/85)
71	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,000	(10/84)
72.	Akron, OH	Warner Amex	60,990	(12/84)
73.	Hartford, CT	Times Mirror	60,729	(1/85)
74.	Santa Barbara, CA	Cox Cable	60,313	(1/85)
75.	Birmingham, AL	ATC	59,400	(12/84)
76.	Monterey, CA	Western Communications	59,315	(11/84)
77.	Sarasota, FL	Storer	59,000	(1/85)
78.	Snohomish County, WA	Viacom	58,600	(10/84)
79.	Fort Lauderdale, FL	Selkirk	58,500	(1/85)
80.	New Britain, CT	United Cable	58,282	(12/84)
81.	Mt. Prospect, IL	Cablenet	58,257	(1/85)
82.	Las Vegas, NV	Times Mirror	58,220	(12/84)
83.	Des Moines, IA	Heritage Communications	58,166	(1/85)
84.	Harrisburg, PA	Sammons Communications	58,000	(12/84)
85.	Fort Worth, TX	Sammons Communications	58,000	(1/85)
86.	El Paso, TX	Group W	57,608	(12/84)
87.	Bridgeport, CT	Cablevision Systems/ Scripps-Howard	57,206	(1/85)
88.	Indianapolis, IN	ATC	57,100	(12/84)
89.	New Haven, CT	Storer	57,000	(12/84)
90.	Knoxville, TN	TeleScripps	56,512	(1/85)
91.	Worcester (Leicester), MA	Greater Media	56,227	(11/84)
92.	Stamford (Fairfield), CT	Cablevision Systems Development Co	55,859	(1/85)
93.	Columbus, OH	Coaxial Communications	56,748	(1/85)
94.	Shreveport, LA	ATC	55,500	(12/84)
95.	Madison, WI	Midcontinent Cable/ TCI and Independent	55,[illegible]	(10/84)
96.	Albany, GA	Storer	55,000	(12/84)
97.	Allentown, PA	Independent	55,000	(10/84)
98.	Binghamton, NY	NewChannels	54,920	(11/84)
99.	Chattanooga, TN	TeleScripps	54,867	(1/85)
100.	Westchester County (New Rochelle), NY	UA Cablesystems	54,000	(1/85)

C4722-2

- Ted Turner bids for CBS
- Hearns/Hagler is PPV success
- Cox selling Tucson system, looking at other sales
- TCI to manage Washington, D.C., system

Upheaval over must-carry

CableVision

The news and features weekly of the cable television industry

April 22, 1985

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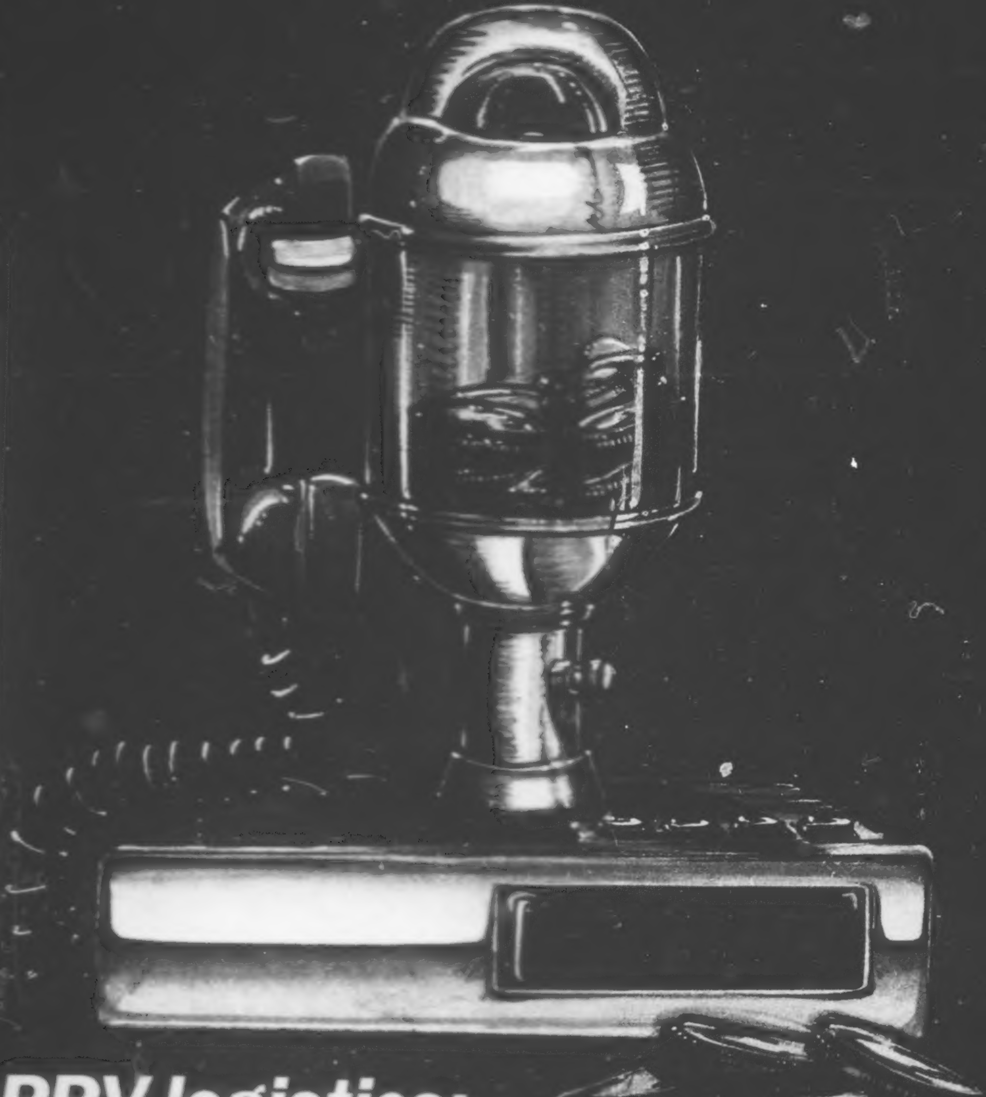

PPV logistics: In search of the perfect machine

CableVision

Leading the week......11-23

HBO sub count drops

Home Box Office's subscriber count drops 5.5 percent during the first quarter of 1985, according to one analyst.

Turner makes play for CBS takeover

Ted Turner announces his proposed takeover of CBS, eliciting a host of reactions by financial experts and initiating an involved process of evaluation by federal agencies.

Must-carry rules challenged

Two players in the cable industry challenge the constitutionality of the Federal Communications Commission's must-carry rules in federal court.

FCC's must-carry rules

Members of Congress tell NAB conference attendees that their support of the Federal Communications Commission's must-carry rules hinges on modifications that would eliminate substantial duplication of network programming.

Cox's cable divestiture

Analysts wonder how far Cox Communications will go in divesting itself of its cable holdings in the wake of several developments that suggest the company could be looking at further system sales.

Storer takeover battle

Storer Communications takes its fight against a hostile takeover to the pages of the *New York Times* and *Wall Street Journal*, and Chairman and CEO Peter Storer terms the proposed takeover "ill-considered" and "unrealistic."

CTAM '85

This year's Cable Television Administration and Marketing Society's 11th annual conference will focus on the execution of marketing and business plans and instruct operators on the best ways to increase the bottom line.

Sat-delivered programming

Senator Gore will soon introduce a bill that would restrict the scrambling of satellite-delivered programming services.

W-A's Pittsburgh sale trims losses

The annual report of American Express, a 50-percent owner of Warner Amex Cable, reveals the cable division has trimmed its losses over last year by a considerable amount, in large part due to Warner Amex's sale of its Pittsburgh system to Tele-Communications Inc.

Times Fiber sales

United Cable in Alameda and Storer Communications in Dallas and Houston have signed orders totaling $600,000 for Times Fiber's Mini-Hub II, an off-premises, star-switched system.

Hagler-Hearns a knockout

Promoters of the boxing showdown estimate that about 175,000 cable households viewed the bout live on a pay-per-view basis, and Home Box Office gets the rights to cablecast Marvelous Marvin Hagler's middleweight championship victory.

TCI to manage D.C. system

In what Tele-Communications Inc. officials term an "interim" agreement, the nation's largest MSO will manage District Cablevision Inc.'s Washington, D.C., cable television system.

Pioneer boasts new addressable hardware

Pioneer Electronics will start mass production next month of an enhanced addressable hardware line that already has elicited more than $30 million in advance orders from MSOs.

Oak Industries' 1984 results

Oak Industries reported a loss of $149.2 million for 1984, compared to a loss of $122.1 million the year before.

The Learning Channel

Operating at a profit over the last six months, the public affairs and educational service is seeking investors for an expansion of its schedule and an advertising partnership with other basic services.

ATC tests pay-per-view

American Television and Communications Corp. tests pay-per-view service in two of its one-way addressable systems in Honolulu and Memphis.

TBS, Showtime shows take Peabody awards

Turner Broadcasting's *Cousteau/Amazon* miniseries and Showtime's *Faerie Tale Theatre* receive honors at this year's Peabody Awards, one of the most distinguished in the television industry.

COVER STORY

Cable checks out PPV options

CableVision Editor Victoria Gits reports that operators are checking out an array of pay-per-view hardware in anticipation of a boom in PPV and in an effort to stem the erosion in pay TV in part caused by rental videocassettes. See page 26. And on page 38, Los Angeles Correspondent Chuck Ross provides the details of a Paul Kagan & Associates seminar on PPV and videocassette recorders.

Amy Madigan (left) and Carol Burnett, from a scene in HBO's 'The Laundromat.'

Review 24

CableVision Reviewer Robert DiMatteo gives a little ink to the following specials appearing on cable: *Never Cry Wolf* (The Disney Channel), *Today's Changing Woman* (Manhattan Cable TV origination), *The Laundromat* (HBO) and *The Claus Von Bulow Retrial* (CNN).

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CABLE STATS

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	150	2,600,000
Arts & Entertainment	1,700	12,000,000
Black Entertainment Television (BET)	425	8,456,992
Cable News Network (CNN)	7,125	31,413,000
CNN Headline News	2,165	15,282,000
C-SPAN	1,800	20,000,000
CBN Cable Network	5,160	27,168,000
Country Music Television	200	4,500,000
Entertainment & Sports Programming Network (ESPN)	9,617	34,800,000
Eternal Word Television Network(EWTN)	221	2,800,000
Family Guide II Network	37	1,600,000
Financial News Network (FNN)	11,030	18,000,000
The Learning Channel	656	5,670,000
Lifetime	2,300	24,000,000
Modern Satellite Network (MSN)	500	10,200,000
Music Television (MTV)	3,000	25,400,000
The Nashville Network	2,500	21,225,000
National Christian Network (NCN)	91	1,231,314
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	3,800	24,200,000
Odyssey	NA	8,000,000
Prime of Life	NA	7,500,000
PTL The Inspirational Network	1,145	13,000,000
Satellite Program Network (SPN)	525	11,500,000
Silent Network	242	7,200,000
SIN Television Network†	328	29,261,600
Trinity Broadcasting Network	402	5,382,000
USA Network	4,500	28,600,000
Video Hits One	423	5,500,000
The Weather Channel	1,510	16,131,000
WGN-TV	6,174	15,310,235
WOR-TV	1,263	5,068,440
WPIX-TV	152	1,050,853
WTBS-TV	8,656	33,111,000

Pay services

Bravo (only)	128	109,000
Cinemax	2,100	2,300,000
The Disney Channel	2,300	1,800,000
GalaVision	230	160,000
Home Box Office (HBO)	5,400	14,500,000
Home Theater Network (HTN)	400	300,000
The Movie Channel	2,900	3,200,000
The Nostalgia Channel	30	80,000
The Playboy Channel	538	790,000
The Rainbow Service (American Movie Classics + Bravo)	54	213,000
Showtime	3,200	5,400,000

Audio services

Cable Radio Network	5	300,000
Lifestyle	104	2,267,015
Moody Bible Institute	43	585,578
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo	3	146
WFMT Chicago	161	1,075,367

Text services

AP News Cable	375	4,300,000
AP News Plus	5	30,500
Cable Sportstracker	4	266,683
Dow Jones Cable News	184	2,455,000
Electronic Program Guide (EPG)	222	4,139,741
Genesis Storytime	18	560,000
Reuters News View	325	3,250,000
TV Decisions	NA	NA
UPI Data Cable	450	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	7	3,759
Nippon Golden Network	7	8,400
Vector Consumer News	12	300,000
Vector Consumer Shopping Guide	17	550,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	131,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	9	460,000
The Ecumenical Channel	6	148,100
KTVT	46	856,398
Life Newsvision	24	35,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	1	117,000
Newsday Cable	1	236,000
Texas Cable Network	12	730,000

Pay services

Home Sports Entertainment—Houston/Dallas	68	100,000
Home Team Sports	27	52,000
New England Sports Network	72	29,569
PRISM-Philadelphia	90	373,000
Pro-Am Sports	53	26,000
The Superchannel	NA	NA
SportsChannel (New England)	62	89,000
SportsChannel (New York)	45	398,000
SportsVision (Chicago)	22	101,000
Z-Channel	21	93,210

Announced services

Regional services	Expected Launch
Box Seat	2nd quarter 1985
Dodgervision	4/85

Satellite-fed services

The Aloha Network	TBA
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cabletix	TBA
The Choice Channel	4th quarter/85
Comedy Entertainment Network	TBA
The Discovery Channel	5/85
Discovery Computer Network	9/85
Discovery Financial Network	6/85
Discovery Music Network	6/85
Ethnic Radio Networks	2nd quarter 1985
The Exchange	4th quarter/85
International Business Network	3rd quarter 1985
Kidvid Network	TBA
Magicable	TBA
Movie Time	9/85
Satellite Concert Network	TBA
Star Video Music	TBA
Studioline	4/85
The Work Channel	TBA
United Satellite Network	6/85
X'Press	3rd quarter 1985

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 3,799,200.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

A&E
AT&T (R)
BMW (R)
Buick (R)
Dannon (N)
Ford (R)
GM (R)
Hitachi (N)
Kodak (R)
Merrill Lynch (N)
Paquet French Cruises (R)
Prudential-Bache (N)
Ralston Purina (N)
Smith Corona (N)
State of California Department of Tourism (N)
Tourism of Thailand (N)

BET
Adolph Coors (N)
American Beauty Products (N)
Anheuser-Busch (R)
AT&T (R)
Campbell's Soup (R)
Carson Products (R)
CBS Records (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
J.C. Penney (R)
Johnson & Johnson (R)
KFC Corp. (N)
Kraft (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Proctor & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Showtime/TMC (R)
Soft Sheen Products (N)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps
U.S. Postal Service (R)
Warner Lambert (N)
William Wrigley Jr. (R)

CBN Cable Network†
Campbell's Soup
Casio
Celestial Seasonings
Clorox
Consumer Reports
Fingerhut
Franklin Mint
Kimberly Clark
L.S. Records
Mature Marketing Group
Nabisco
National Dairy Association
National Geographic
National Liberty
Nestle
Newsweek
Paramount Pictures
RCA Records
S.C. Johnson
Security Documents
Sterling Drugs
Suffolk Marketing
Thompson Medical
Uncle Ben's
W.F. Young
World Communications

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (N)
Gannett (N)
GM (N)
M/A-COM (N)
McDonnell Douglas (N)
Time (N)

Dow Jones Cable News
American Express (N)
Charles Schwab (R)
Consumer Reports (R)
Forbes Stock Guide (N)
Hertz (N)
Jack Anderson's Washington Letter (N)
Pavarotti (N)
Sheridan (N)
Smithsonian magazine (R)
Standard & Poor's (R)
Xerox (N)
Zion National Bank (N)

ESPN
A.C. Delco (R)
Adidas (N)
Campbell's Soup (R)
Chevrolet (R)
Dodge (R)
Eastman Kodak (R)
Fram (N)
Hamilton Beach (N)
Hartford Insurance (N)
Honda (R)
Mercedes (R)
Merrill Lynch (N)
Moet & Chandon (N)
Porsche (N)
Quaker State (N)
Ricoh (N)
Stanley Works (N)
Thoro Systems (N)
Western Tools (N)
Western Union (N)

FNN
Allstate Insurance (N)
Chicago Board of Exchange (N)
Chicago Board of Trade (R)
Emery (N)
Hayes Computers (R)
Hitachi (N)
ITT (N)
Sorg Printing (N)
United Airlines (N)
Xerox (N)
Zion Banking (N)

Modern Satellite Network
American Motors (R)
Anheuser-Busch (R)
California Raison Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes Benz of North America (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
U.S. Army Corps of Engineers (R)
Washington State Apple Commission (R)
World Book (R)

SPN†
Air Jamaica
Alexander Oil Color
American Artist magazine
Asia Society
AT&T
Bank Hapoalim
Bayer
Business Times
Casio
Chamber of Enterprise
Chesebrough Ponds
China Beer
Coca-Cola
Cone Thread
Continental Airlines
Dow Jones
El Al
ESTV Tours
Evenflo
Fisher Pen
Gerber
Grolsch Beer
Heinz
Holiday Inns
Kimberly Clark
Los Angeles Bank
National Insurance
New Zealand Meat Exports
New Zealand Railways
New Zealand Tourism Commission
Nikon
Nutrition Center

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Courage To Be Rich (N)
Living Classics (N)
Malcolm E. Smith (N)
Microwave Cookbook (N)
Scientific-Atlanta magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network
Campbell's Soup (N)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)
Ultratec TDD (N)

The Weather Channel
American Motors (R)
AT&T (R)
GM (R)
Hartford Insurance (N)
International Spike (N)
Michelin (R)
Nutri/system (N)
Prudential-Bache (R)
Ralston Purina (R)
Sears Roebuck & Co.(R)
Sentry Hardware (N)
Thoro Systems (N)
Union Carbide (R)
United Airlines (R)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.

C4722-2A

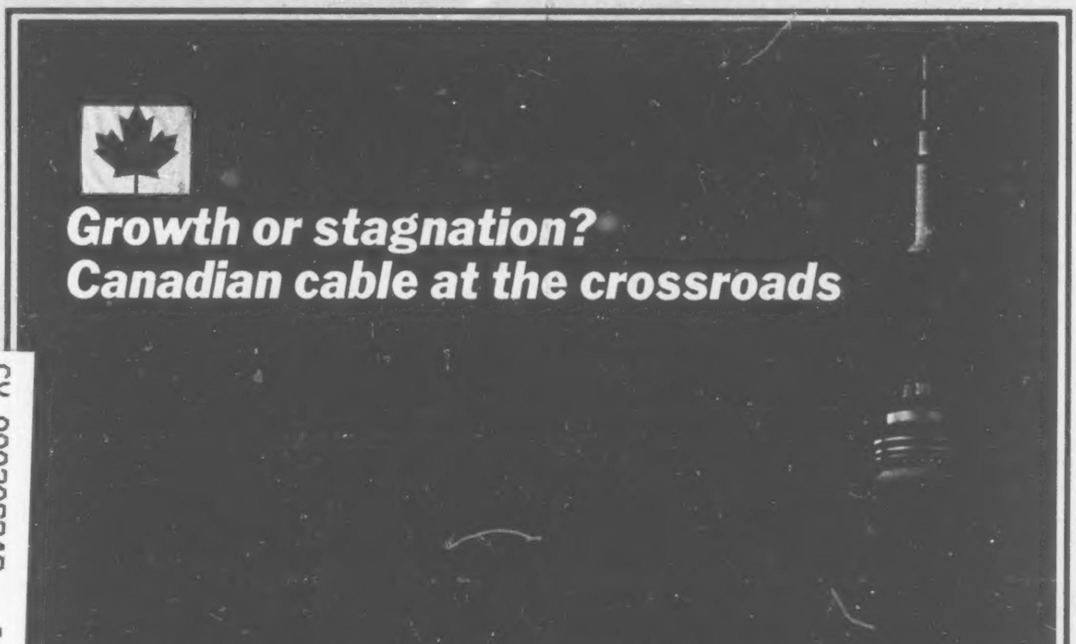
- Storer gives preliminary okay to buyout offer
- Detroit may grant Barden concessions
- New technology would prevent movie taping in homes
- Cox San Diego shifting to impulse PPV

Biondi sees PPV taking off

CableVision™

The news and features weekly of the cable television industry

April 29, 1985



Growth or stagnation? Canadian cable at the crossroads

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CableVision

Leading the week...11-26

Storer agrees to merger

Storer says no to a leveraged buyout by Kohlberg Kravis Roberts, but agrees in principle to merge with a new company formed by KKR.

Commission recommends Barden be granted concessions

Detroit's cable commission recommends the city of Detroit to grant certain concessions requested by Barden that are needed to begin construction.

Beta's bid for Citizens

Citizens Cable Communications has just received its third takeover bid in five months from Beta Communications Inc., with the latest offer proposing a cash merger valued at $12.50 per share.

Anti-piracy tech

Macrovision has introduced an anti-piracy process that prevents the re-recording of movies from videocassettes, broadcast or cable transmissions.

Link study: VCRs vs. Cable

The accelerating household penetration of videocassette recorders will have a negligible impact on the cable industry, so long as operators advocate beneficiary relationships with the technology to their subscribers.

PPV overload

Cox Cable in San Diego tests an automatic PPV order-taking system in an attempt to solve overloaded phone lines at the time of an event.

VCR rental campaign

Maclean Hunter's VCR rental campaign in Toronto nets 15 customers in its first month.

PPV—'topic of the year'

Calling pay-per-view potential the "topic of the year" in the cable industry, Frank Biondi said cable officials "must come to recognize within the next 12 to 18 months" that it has to "get behind pay-per-view" in cooperation with the movie studios if it is to compete with the home video industry.

May 30 deadline

The Los Angeles City Council recommended that ACCESS be required to demonstrate that it had secured financing for the $46 million build in the South-Central California area, or face replacement.

Congress looks at 'junk bonds'

In a move with ramifications for Ted Turner's bid to acquire CBS, Sen. Pete Domenici, R-N.M., last week introduced a bill which would impose a moratorium on hostile corporate takeovers financed by high-risk, high-yield debt instruments known as "junk bonds."

USCI files for bankruptcy

United Satellite Communications Inc. files for protection under Chapter 11 of the U.S. Bankruptcy code.

Last RFP

Seattle issues an RFP for the remaining unwired area of the city.

NCTA re-elects directors

System members of the National Cable Television Association re-elect three district directors.

Cities to appeal FCC rule

The National League of Cities and the city of New York last week notified the U.S. Court of Appeals for the District of Columbia that they will appeal the Federal Communications Commission's controversial "effective competition" standard.

C-SPAN union?

C-SPAN employees make their first move to unionize, waiting for the go-ahead from the National Labor Relations Board to the National Association of Broadcast Employees and Technicians.

GE Comband approval

General Electric along with the National Cable Television Association petition the Federal Communications Commission to certify that GE's Comband bandwidth compression system is safe for broadcast television signals.

Copyright Tribunal bill

Copyright Royalty Tribunal Chairwoman Marianne Hall proposes legislation to decrease the number of members and increase the power of the chairman position.

Canaan forms new venture

Canaan Communications Inc., which announced in February its intentions to package cable networks for distribution to backyard earth stations, has formed Satellite Broadcast Corp. to provide these services to the consumer.

About the cover

Toronto was the scene of the Canadian Cable Television Association's recent convention which drew more than 2,300 attendees. This week's feature story by Associate Editor Simon Applebaum looks at the cable market in Canada and the industry's attempts to change cable policy to aid cable growth. Cover photo provided by the Canadian Dept. of Regional Industrial Expansion.

Review 28

CableVision Reviewer Robert DiMatteo briefly describes HBO's documentary on the making of 'USA for Africa' as "lovingly" don and also reviews this year's ACE entries and Lifetime's 'Hot Properties.'

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Frustration in Canada: Social engineering versus marketplace imperatives

By Simon Applebaum

Canadian cable operators need a break.

Confronted with a stagnant basic penetration growth outlook, slow acceptance of premium channels and a boom among alternate media competitors, they view 1985 as the year the regulators must provide them breathing room if they are to respond successfully to new marketplace realities.

With increasing fervor, representatives of the nation's 650 cable systems want the Canadian Radio-Television and Telecommunications Commission to approve policies that, in their belief, will trigger a growth binge in the medium. Specifically, operators are lobbying CRTC for: permission to carry a wider array of services, including U.S. superstations, pay-per-view and broadcast stereo; an overhaul of the basic cable rate structure and the right to sell local advertising.

A CRTC public hearing this week in Ontario may determine what kind of relief operators can expect over the near term. But while individual industry leaders draw their own conclusions about the extent to which the commission will loosen its cable policy, the general feeling is that without some beneficial changes this year, the potential of Canadian cable could be severely impeded at a time when SMATV systems, backyard dishes and VCRs are making significant inroads.

Policy changes

"The fact that these other technologies are growing is something hard for the regulators to acknowledge," asserts Susan Cornell, public affairs vice president at the Canadian Cable Television Association, the industry's trade body. "Regulation has to keep pace with those changes. Cable was at best a geographic monopoly, but cable is no longer that and has to be recognized as a business that has to keep pace with competition."

Attendees at the opening session of the association's convention earlier this month in Toronto saw CRTC Chairman Andre Bureau give a mixed reaction to industry desires. He suggested that some compromise on the rate increase structure can be worked out, but turned down consideration of PPV service applications. Some national MSOs, led by top-ranked Rogers Cablesystems Inc., envision PPV as the industry's counter to VCRs and question CRTC's opinion.

Mixed reaction to PPV

"Pay-per-view should not deflect the energy and interest of the industry away from the major challenge of ensuring the success of the existing services," Bureau remarked at the convention. "We are not convinced that PPV service is such a magic answer; it has had a questionable track record in the U.S. In fact, it is not really working yet. However, at the appropriate time, it is worth exploring with the industry whether we can map out under what circumstances PPV could be introduced."

Responds Phil Lind, senior vice president of Rogers: "Bureau's concerned that additional pressure shouldn't be

The main hall of Toronto's Metro Convention Centre turned into a national cable market showcase earlier this month, for the Canadian Cable Television Association's 28th annual convention. The show drew more than 2,300 attendees and 63 exhibitors, including representatives from The Nashville Network and Arts & Entertainment Network. Also on hand for keynote presentations: Canadian Radio-Television and Telecommunications Chairman Andre Bureau, and Marcel Masse, the nation's communications minister.

pushed on the operators. That's academic, but what about the pressure on us? If there aren't significant (policy) changes made, we won't have anything."

Many of the 2,300 people visiting the show also watched Marcel Masse, the country's communications minister, outline plans for a task force that will review current national media policies and submit recommendations for new legislation next January. Members of the task force are expected to be named later this week; their findings will be referred to a parliamentary committee.

"At no time since 1968 has there been a fundamental review of the Canadian broadcasting system, and it is clear that such a review is long overdue," Masse concluded. "I found a cable industry concerned about the revenue restrictions of recent years, concerned as well about unlicensed competition that has been allowed to reach very serious proportions."

Chief competitor

Industry leaders cite SMATV as their chief unlicensed competitor, growing from 386 systems serving apartment complexes and hotels around the country to more than 1,100 franchises in the past year. Most SMATV systems program Home Box Office, Showtime, WTBS, ESPN, MTV and other U.S. services that, under present CRTC rules, cable systems cannot offer. Legislation proposed by Masse that would define SMATV as a regulated industry was introduced in parliament last December and is still under consideration.

As the industry awaits a resolution of the SMATV issue, operators continue their two-year-old conversion from enterprises existing on basic cable subscriptions to multifaceted operations that market combinations of pay TV and ad-supported speciality (or expanded basic tier) channels developed on both sides of the Canadian border. So far, subscriber acceptance has not matched system expectations—of approximately 5.4 million television homes taking basic cable, 625,150 households subscribe to a pay service, speciality tier or pay/speciality package, according to CCTA estimates.

First Choice/Superchannel, a network modeled after HBO, and its French-language counterpart Super Ecran (formerly Premier Choix), are the CRTC-designated national pay services. The

CABLE COMMUNICATIONS MAGAZINE

Calgary Cable TV/FM service technician

How to make a decision on a subscriber billing system – with no risk.

1 **PROVEN RESULTS** Our six-year commitment to the cable industry and our established leadership in computer technology and addressable integration insures your leading-edge position in system performance. We guarantee it!

2 **PROVEN SAVINGS** Our cable system customers will tell you that our in-house solution provides them with complete control of their operation at a per-subscriber monthly cost substantially *less* than the service bureaus they had been using. We guarantee it!

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speciality service collection consists of MuchMusic and The Sports Network, Canadian-originated video clip and sports programming, and a group of 15 U.S. basic networks. Most operators have selected Cable News Network, Arts & Entertainment Network, The Nashville Network, The Learning Channel, Country Music Television and Financial News Network as their supplements to MuchMusic and TSN.

Pay service shakeout

First Choice/Superchannel and Super Ecran, which expect to become profitable next year, were the survivors of a pay service shakeout that lasted from mid-1983 to the launch of speciality networks last September. CRTC had approved six different networks, mostly offering films and entertainment productions, for cable clearances. C-Channel, a cultural service that was undercapitalized from the start, was the first victim. Citing similar circumstances, Star Channel and World View ended operations in late 1983, and First Choice merged with Superchannel several months later.

CABLE COMMUNICATIONS MAGAZINE

Maclean Hunter Cable TV President J. Barry Gage

At Maclean Hunter's 15 franchises throughout Toronto, London and other portions of Ontario, First Choice/Superchannel is offered with TSN and MuchMusic for $15.95 per month and matched with four speciality services at $19.95. On average, the penetration rate is hitting 16.5 percent, states MSO President J. Barry Gage. "You must remember that 80 percent of this nation has subscribed to basic for many years, so when you talk 15, 16 or 20 percent penetration, you're talking 15-20 (percent) of a mature market, not a 40 percent basic market as in the United States."

Cablecasting Ltd., an MSO covering about 275,000 basic homes in Calgary, Toronto and Winnepeg, has achieved 8 to 14 percent speciality penetration in its systems to date. However, Noel Bambrough, the company's president, attributes that to a late marketing start. Instead of premiering the services last September with other franchises, Cablecasting postponed its launches to January. "The primary reason why we waited is that we saw the situation mirror the launch of pay—a lot of hype, a lot of money spent, a lot of discounts and a lot of people trying the services, getting discouraged and disconnecting. We thought our introductions should reflect

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the lessons learned in pay marketing," he maintains.

Low penetration

In Cablecasting systems, a six-network speciality package goes for $9.95, and First Choice/Superchannel is offered with the tier at $15.95. The MSO's lowest pay penetration rate originates from Toronto, because of the city's large Italian, Chinese and Spanish communities. To attract those audiences, the Toronto system is offering Tele-latino, a service featuring Italian and Spanish movies available at $15.95 per month. More than 3,000 households have the channel, while other Toronto-area subscribers are offered Chinavision, a pay service that incorporates a local Chinese-language series. Available at $18 a month since that November, Chinavision has about 5,200 subscribers. Cablecasting is considering carriage of the service.

A conservative approach to speciality service marketing is observed at The Videotron Group, a privately owned MSO that operates 35-channel franchises in Montreal, Quebec City and other Quebec locations. Only one U.S. network, CNN, is packaged with MuchMusic, TSN and both operating pay services. When Videotron launched speciality channels to supplement First Choice and Super Ecran last fall, pay penetration was averaging 8.5 percent, with a 10 percent monthly churn rate. Penetration presently stands at 10 percent; the churn rate has gone down substantially, but Videotron officials won't disclose a percentage.

Building the market

"Too often, we think we can change consumer patterns much faster than history shows us," says Pierre Hebert, Videotron's senior vice president and CCTA's new chairman. "We forget about the time required for the United States to get where it did in cable. We made the mistake of thinking that we could get high pay penetration right from the beginning. That's not how it happens. The market builds itself slowly."

Some operators argue that if CRTC permits a broader choice of speciality services for tier consideration, including U.S. superstations such as WTBS, pay/tier penetration can quickly average 20 percent or higher, and the industry can cut into the SMATV and home dish markets. "Carrying HBO or Showtime will not happen, as long as Canadian pay services are around," observes Cablecasting's Bambrough. "But we need to open the spectrum. As long as the U.S. service doesn't interfere with a similarly formatted Canadian speciality, it should be permitted."

Canadian service subscriber counts

Service	Subscribers
Pay services	
First Choice/Superchannel	478,042
Super Ecran (French versior	85,063
Basic tier services	
The Sports Network	536,198
MuchMusic	531,723
U.S. speciality services	
The Nashville Network	206,518
Cable News Network	193,347
Arts & Entertainment Network	192,607
Financial News Network	152,064
The Learning Channel	116,768
Country Music TV	110,007

Source: Mediastats Toronto Inc.
Note: Subscriber numbers as of 2/28/85.

Canadian cable industry growth 1978-1984

	1978	1980	1983	1984
TV households	7.1 million	7.6 million	8.4 million	8.5 million
Operating cable systems	463	505	651	NA
Homes passed	5.5 million	6.1 million	6.8 million	NA
Basic subscribers	3.7 million	4.3 million	5.1 million	5.4 million
Plant miles	45,004	54,990	61,215	NA
Gross operating revenues	$273.2 million	$352.2 million	$535 million	NA

Source: Statistics Canada's 1983 Cable Television Report and Canadian Cable Television Association estimates.

Prior to the Canadian Show, CRTC approved a plan that gives cable systems with less than 3,000 subscribers and 12-channel capacity the right to distribute WTBS, WGN and other U.S. superstations, provided that they carry First Choice/Superchannel, Super Ecran, TSN and MuchMusic. Other U.S. basics, including Black Entertainment Television and Satellite Program Network, can be added under the policy. The plan and its feasibility on a wider scale will be under discussion at this week's CRTC public hearing.

Rate increases

Another issue that will surface at the hearing is basic rates. Since 1982, CRTC has set annual quotas on the rate increase percentage systems can request. Many operators want the quota plan dropped. The commission is proposing a new system where installation fees are deregulated and basic rates can rise by an amount equal to 80 percent of the nation's consumer price index. Some industry executives call the plan a good step, but others believe CRTC should press for total rate deregulation.

Jim Magee, operations director for Northgate Cable TV Ltd., owning two 36-channel franchises in the Hamilton, Ontario area, believes CRTC may pass rate deregulation by the end of the year. "There's a trend in place now. Just a year or so ago, small systems that applied for rate increases had to wait six months to a year for CRTC approval. Now they can go ahead with a rate increase without having to apply there."

Adds Videotron's Pierre Hebert: "There's certainly an overture on CRTC's part to listen and renegotiate, which could be a signal of better things to come."

U.S. programming carriage

Apparently, a number of U.S. services not presently available on speciality tiers think better times are ahead. CNN Headline News, approved for Canadian carriage last fall but holding back from a major affiliation campaign, officially declared itself a candidate for system placement at the Canadian Show earlier this month. Concurrently, United Media Enterprises' TV Decisions cabletext service sent representatives to the show in search of customers.

In an effort to solidify its ties with Canadian operators, The Nashville Network recently organized a national programming advisory committee. On a semi-annual basis, committee members will gather and share information on the Canadian country music industry and TNN plans that impact that market. Paul Corbin, TNN's program director, will chair the advisory group.

An increase in the number of Canadian operators upgrading their channel capacity or using addressable equipment appears unlikely at this point, unless PPV and two-way services get CRTC passage within the next year or so. Until then, several industry officials note, whatever activity of that nature that gets under way will be limited to urban markets.

Many systems increased their channel capacity from 12 to 20 or more during the late 70s, when the commission expanded its definition of basic cable service and local origination came into existence. Under CRTC standards, basic service incorporates national broadcast ventures such as Canadian Broadcasting Corp. and CTV Television Network (English- and French-language transmissions), LO funded by operators, community access, ABC, NBC, PBS, CBS and text channels.

Major suppliers

Zenith and Jerrold are major suppliers to the addressable hardware market in Canada. Rogers' 10 operations, scattered throughout Ontario and British Columbia, are addressable and use Zenith converters. Ranging from 36-channel to 41-channel capacity, the systems reach more than 1.2 million basic homes. Jerrold is the choice of Shaw Cablesystems, an MSO easing into addressability. Of 10 systems managed by the company, two outlets are addressable and another pair of systems, covering homes in Edmonton and Vancouver, will be converted by the end of the year. The Edmonton franchise also will be upgraded to accommodate 52 channels, as opposed to 36 presently.

Randy Elliott, Shaw's vice president, says that despite operator advocacy of PPV, CRTC will not permit the entrance of such services until pay speciality penetration improves. That scenario also clouds addressability's appeal beyond urban systems, he feels. "The pay and speciality service element of the business is still very fragile. Until those mediums are established, we really don't know when other things will come," Elliott says.

Priorities

Gage from Maclean Hunter concurs with Elliott's view. "It's not a high-priority item. We've got a long way to go here selling pay subs." Northgate's Jim Magee estimates that the industry needs to achieve 25 or 30 percent pay penetration before CRTC considers PPV applications.

However, Cablecasting Inc.'s Noel Bambrough takes the opposite opinion, convinced that PPV is the most effective way to compete with VCRs. "The thing that concerns me is that the commission is making its judgment based on what happened in the United States. Whether

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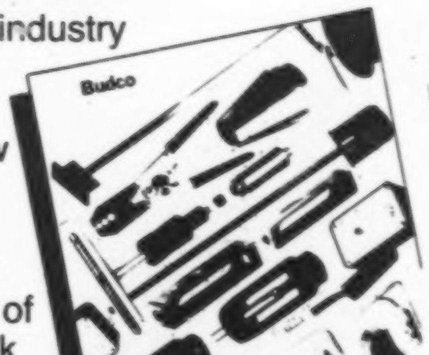

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The Sports Network's baseball crew, (left to right) Tony Kubek, Fergie Olver and Ken Singleton

or not that service is economically attractive is a decision cable companies should make, not the regulators."

Several prominent MSOs have organized special marketing projects in the last few months geared to VCR owners, who now approximate 30 percent of all Canadian TV homes. One promotion distinct from American VCR-cable marketing efforts is Rogers' "Weekender" offer. Through the plan, a VCR owner in any of the company's operating areas can rent a cable decoder and become a part-time subscriber of pay and specialty tier channels during any weekend period for under $10. The only catch is that the decoder must be returned the following Monday morning.

The program is designed to offer VCR owners additional viewing options during the peak taping periods of Friday and Saturday nights, and make new subscribers out of people who regularly accept the offer.

Rogers is keeping its exact profits from "Weekender" private. "It's not a barnburner, but it helps interest people in pay TV," says Phil Lind. "By matching the video rental patterns, we get people trying our services, and that's a way of answering the VCR challenge."

Within 30 days, Northgate will duplicate Rogers' program in its systems, offering the decoder for $9.95 per weekend. Once things get into high gear, Northgate believes it will convert 60 to 65 percent of the respondents into subscribers.

The VCR rental business

At the start of this month, Maclean Hunter put its Toronto-area systems into the VCR rental business. Using billstuffers and local consumer advertising, the MSO is encouraging subscribers to lease VCRs on a one-year or multi-year contract. Subscribers that lease the machine for a year will be charged $24.95 per month. If they continue the lease through a second or third year, the monthly fee comes down.

"The market will continue to spread for the next couple of years and we should carve out a niche for ourselves," notes J. Barry Gage. "We want to encourage VCR growth and position our services as compatible to those users."

Other MSOs, including Shaw Cablesystems, are distributing booklets through their customer service departments that encourage VCR taping of pay services.

Video Way

A more ambitious project, seen by some industry observers as a potential breakthrough in national distribution of enhanced services, is Video Way, a system that will get its first subscriber test later this year at Videotron Group's Montreal outlet. Through the system, which involves a specially designed one-way addressable terminal and accompanying keypad, a subscriber can access videotex services, video games, computer software, shopping and banking information. A two-way addressable model allows transactions, electronic mail delivery and advanced videotex transmissions.

Videotron developed the system in partnership with G-Tech Corp., a Rhode Island-based manufacturing operation that will monitor the test and consider exportation of Video Way's technology to U.S. operators if it's successful. The one-way addressable version will go into production this summer and roll out to Montreal subscribers several months later. The MSO is shooting for 50,000 Video Way units in use by fall 1986; a pricing policy has not been determined yet.

The two-way units will go on the market in early 1987 within Montreal, while one-way models will be shipped to other Quebec communities during that period.

Marketing Nabu

Meanwhile, Amway's distributors in the Ottawa area continue their local marketing of Nabu Network, the proposed computer software downloading operation. The goal is to at least double Nabu's present 2,000-subscriber universe over the next few months. Should things work out, Nabu's developers will seek funding for a national launch of the venture, keeping Amway aboard as its marketing force. Amway executives also see a role as U.S. distributors if Campeau Corp., the consumer licensee of Nabu's technology, finds an interested investor.

"Somewhere along the line, a few operators will develop new technology ventures that fall into the non-programming area," states Videotron's Pierre Hebert. "When they'll come into the (consumer) market is another matter, but this industry will be involved."

Project '90

The Canadian association's recently-released "Project '90" report, forecasting industry trends through the turn of the next decade, suggests that videotex and other enhanced services could ac-

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Logo of MuchMusic, Canadian-originated video programming

count for 1 to 5 percent of the industry's operating revenue by 1990, provided that the ventures receive prompt regulatory approval.

One other policy hurdle operators want shattered this year is the prohibition of local ad sales on national speciality services. MuchMusic and The Sports Network carry up to eight minutes of avails per hour, however, systems are not allowed to run messages on either service, or during local breaks over any of the U.S. speciality channels.

In the "Project '90" document, CCTA asks the commission to allocate sales time in both Canadian and U.S. speciality networks for operators and to consider implementation of classified advertising services.

A separate CRTC-sponsored public hearing over the issue will take place later this year. Independent observers figure that CCTA's proposal will face intense lobbying from the broadcast industry, which is afraid cable will take a large advertising bite out of their business. Under an alternative proposal, broadcasters may be awarded responsibility for local cable ad sales, but operators would be promised a percentage of gross revenues.

New attitude

The time when the Canadian cable industry can achieve major regulatory reform that positions it for solid growth in future years, has come, Phil Lind believes. "What's happening is that under the government that was elected last fall, the commission appears to be less hostile to the industry. This new attitude is most welcome. But if there's a lesson from the experience of recent years, it's that social engineering will not triumph over the marketplace. No matter how many problems you want to solve, or things you want to do in the public interest, you still have to design a product that the public wants to purchase." ■

CABLE STATS

Film product comparison—May

Film	Pay Networks					Distributor
Adventures of Young Robinhood				HTN*		Satori
Agatha					MAX*	Warner Bros.
All That Jazz					MAX	20th Century-Fox
Alligator			TMC		(MAX)	Cinema Signal
Alphabet City	(HBO)	ST*				Altantic
Amityville: The Demon	(HBO)				MAX	DeLaurentis
Android	HBO					N/A
Angel	HBO				(MAX)	Viacom
Baby, It's You		ST	(TMC)			Paramount
Ballad of Gregorio Cortez			TMC			Embassy
Bananas			TMC		MAX*	MGM/UA
Barry Lyndon			TMC*			Warner Bros.
Battle Beyond the Stars			TMC			Viacom
Beach Red					MAX*	MGM/UA
Beastmaster, The		ST*	(TMC)		MAX	MGM/UA
Being, The		ST*				Best Films
Benji		ST				Viacom
Best Years of Our Lives, The	HBO	(ST)	(TMC)		(MAX)	S. Goldwyn
Beyond Reasonable Doubt			(TMC)	HTN		Satori
Beyond the Limit	(HBO)				MAX	Filmwriter Co.
Big Hand for the Little Lady					MAX	Warner Bros.
Big Red One, The					MAX	Lorimar
Blue Thunder	HBO*				(MAX)	Columbia
Boarding School			(TMC)		MAX	Atlantic
Bounty, The	HBO				MAX	Orion
Boy and his Dog, A			TMC			Film Gallery
Brian's Song				(HTN)	MAX	Columbia
Broadway Danny Rose	HBO				(MAX)	Orion
Caged Heat		ST				Viacom
Carnal Knowledge			TMC*			Embassy
Changeling, The	HBO				(MAX)	Chessman Park Prod.
Coma		ST*	(TMC)		MAX	MGM/UA
Curse of the Pink Panther				HTN		MGM
Dark Places			TMC			Castle Hill
Deadly Force					MAX	Embassy
Dead Hunt			TMC			20th Century-Fox
Death Stalker		ST				New Horizons
Dog of Flanders				HTN		UPA
Dresser, The	HBO				(MAX)	Columbia
Dr. Detroit	(HBO)	ST*			MAX	Universal
Earthling, The	(HBO)		TMC*		(MAX)	Orion
Easy to Love		(ST)		HTN		MGM
Eddie and the Cruisers	(HBO)	(ST)		HTN	MAX*	Embassy
Eddie Macon's Run			(TMC)	HTN	(MAX)	Universal
Educating Rita			(TMC)	HTN	(MAX)	Columbia
Emanuelle in Bangkok					MAX	Film Gallery
Endangered Species	HBO		TMC			MGM/UA
Escape from El Diablo			TMC			Movie Store
Escape from New York	(HBO)		TMC		(MAX)	Embassy
Escape 2000		(ST)	TMC			New World
Executioner's Song, The			(TMC)		MAX	Viacom
Fame					MAX	MGM/UA
Firestarter	HBO	ST	TMC		MAX	Universal
First Deadly Sin			TMC			Warner Bros.
First Love			TMC			Paramount
Flashdance		ST	(TMC)			Paramount
Footloose		ST				Paramount
Forbidden World		ST				Viacom
48 Hours	(HBO)	ST*	(TMC)			Paramount
French Woman, The					MAX	Film Gallery
Going Berserk		(ST)	TMC			Universal
Going In Style		ST				Warner Bros.
Good bye Emanuelle		ST				Miramax
Hair			TMC*			MGM/UA
Happy Anniversary		ST				MGM/UA
Hans Christian Andersen		ST*			(MAX)	Goldwyn
Hard bodies	HBO					Columbia
Hardly Working					MAX	H. working
Headin' for Broadway						B way Res.
Heart Like A Wheel	(HBO)	ST		(HTN)	MAX	20th Century-Fox
Hickey and Boggs			TMC*			MGM/UA
High Road to China	HBO*			HTN	(MAX)	Warner Bros.
History of the World Pt. II					MAX	20th Century-Fox
Hounds of Notre Dame		(ST)	TMC			Atlantic
House of Long Shadows	HBO	ST				Viacom
Iceman	HBO	ST	TMC	HTN		Universal
If Ever I See You Again					MAX	Columbia
Inglorious Bastards					MAX	Alive Ent.
James Cagney: That Yankee Doodle Dandy			TMC*			MGM/UA
Jaws				HTN		Universal
Jaws III			TMC		(MAX)	Universal
Jazz Singer, The	HBO					AFD/EMI
Keep, The		(ST)	TMC			Paramount
Killpoint		ST*				Crown
King of Hearts			(TMC)	HTN*		MGM
Kipperbang		(ST)	TMC			Goldcrest
La Balance					MAX	Int'l Spectrafilm
Ladybug, Ladybug		ST				MGM/UA
Last Embrace						MGM/UA
Last of the Red Hot Dragons		ST				Telepictures
Last Time I Saw Paris, The		ST				MGM/UA
Last Warrior					MAX	Warner Bros.
Liar's Moon			TMC			Crown
Little Friend		ST				Coe
Little Romance, A			TMC		(MAX)	Warner Bros.
Lonely Hearts			TMC			Goldwyn
Lords of Discipline		(ST)	TMC			Paramount
Love Me or Leave Me			TMC*		MAX	MGM/UA
Lovely to Look At		ST				MGM/UA
Love Trap					MAX	P. Screenings
Madame Bovary		ST				MGM/UA
Making the Grade	(HBO)		TMC*			MGM/UA
Man of La Mancha			TMC*			MGM/UA
Man on a Tightrope			TMC			20th Century-Fox
Man Who Loved Women	(HBO)				MAX*	Columbia
Mary White				HTN		UPA
Meet Me In Las Vegas		ST				MGM/UA
Meet the Wombles				HTN		Satori
Message from Space			TMC			MGM/UA
Midnight Express			TMC			Columbia
Midsummer Night's Sex Comedy, A	HBO	(ST)			(MAX)	Warner Bros.
Misty	(HBO)			HTN*		UPA
Monty Python's Meaning of Life		(ST)	TMC		(MAX)	Universal
Moonrunners, The			TMC*			MGM/UA
Mr. Mom	HBO*	(ST)			(MAX)	20th Century-Fox
My Foolish Heart		ST				Goldwyn
Mystery Island		ST				Satori
My Tutor	(HBO)				MAX	Universal
National Lampoon's Class Reunion	HBO		(TMC)			ABC Video
National Lampoon's Vacation	HBO*	(ST)	(TMC)		(MAX)	Warner Bros.
Night In Casablanca, A			(TMC)		MAX	Castle Hill
Nobody's Boy		ST				At a Trading
No Other Love					MAX	TLF
Octopussy	(HBO)	ST*	TMC	HTN*	(MAX)	MGM
Of Unknown Origin	(HBO)		(TMC)		MAX	Warner Bros.
Oklahoma!			TMC*		(MAX)	Goldwyn
One Flew Over The Cuckoo's Nest	(HBO)		(TMC)		MAX*	MGM/UA

Dr. Stanley Shepard (left), portrayed by Timothy Hutton, and John Lone as his 40,000-year-old counterpart in 'Iceman.'

Film	Pay Networks					Distributor
On Golden Pond					MAX	ITC
Orca, The Killer Whale			TMC	(HTN)		Paramount
Over the Edge			TMC		(MAX)	Warner Bros.
Pirahna II			TMC			Viacom
Police Academy	HBO	ST	TMC		MAX	Warner Bros.
Porky's					MAX	20th Century-Fox
Porky's II: The Next Day			(TMC)		MAX	20th Century-Fox
Princess and the Pirate			(TMC)		MAX	S. Goldwyn
Psycho II	(HBO)	ST	(TMC)		(MAX)	Universal
"Q"		(ST)	TMC			UFD
Raiders of the Lost Ark	HBO*	(ST)		(HTN)	(MAX)	Paramount
Rear Window			(TMC)	HTN*		Universal
Reckless					MAX	MGM/UA
Repo Man	HBO		(TMC)		(MAX)	Universal
Return of a Man Called Horse		ST*				MGM/UA
Reunion at Fairborough	HBO					Columbia
Riddle of the Sands				HTN*	(MAX)	Satori
Right Stuff, The	HBO*		(TMC)			Warner Bros.
Roller Boogie					MAX	CMP
Rope				HTN		Universal
Rumble Fish			TMC			Universal
Running Brave	(HBO)	ST*				Touchstone
Sarah and the Squirrel				HTN		Satori
Scarlet Coat, The		ST				MGM/UA
Secret of the Golden Dragon, The			TMC	(HTN)		Satori
Sex Games of the Very Rich					MAX	J. Turrell
Showbiz Goes to War				HTN		Universal
Sign of Four, The	HBO					Holmes Picture Co.
Silkwood	(HBO)	ST*	(TMC)		(MAX)	ABC
Six Weeks					MAX	Polygram
Smokey and the Bandit Pt. 3	HBO			(HTN)		Universal
Soldier of Orange					MAX	S. Goldwyn
Somebody Killed Her Husband			TMC*			Viacom
Song Remains the Same, The			TMC*			Warner Bros.
Sorceress			TMC			Viacom
Springbreak	HBO*				(MAX)	Columbia
Spring Fever			TMC			Comworld
Stella Dallas	HBO		TMC	HTN	(MAX)	Goldwyn
Sting II, The	HBO		TMC*	HTN*	(MAX)	Universal
Stories From a Flying Trunk		ST				Viacom
Streetcar Named Desire, A					MAX	MPF
Sudden Impact	(HBO)	(ST)	(TMC)		MAX*	Warner Bros.
Super Fuzz	HBO					Embassy
T.A.G.-The Assassination Game					MAX	Viacom
Tank	HBO	ST	TMC			Universal
Tea for Three		ST				Satori
Tender Cousins		ST			(MAX)	Crown
Tender Mercies	(HBO)				MAX	AFD/EMI
Tex	HBO	ST	TMC			Buena Vision
They Call Me Bruce?		ST			(MAX)	Film Ventures
Thieves After Dark			TMC			Paramount
Thieves Like Us			TMC			MGM/UA
Three Little Words			(TMC)	(HTN)	MAX	MGM/UA
Tootsie	HBO				(MAX)	Columbia
Trading Places		ST*				Paramount
Trenchcoat		ST*				Touchstone
Trial, The		(ST)	TMC			Tri-Star
Trouble with Harry, The			TMC			Universal
True Confessions		ST*				MGM/UA
Twice Told Tales		(ST)		HTN		MGM/UA
Twilight of Honor		ST				MGM/UA
Two of a Kind	(HBO)	ST*	(TMC)	(HTN)		20th Century-Fox
Walk on the Wild Side				HTN		Columbia
War Games	(HBO)	ST	TMC*	(HTN)	(MAX)	MGM/UA
Warming Up					MAX	JNP
Wavelength			(TMC)		MAX*	New World
Weekend Pass			TMC*			Crown
What Price Glory?			TMC*			20th Century-Fox
Where the Boys Are '84					MAX	Tri-Star
White Dawn			TMC			Paramount
Who's Afraid of Virginia Woolf?		ST*				Warner Bros.
Wicked Lady, The		ST			(MAX)	Viacom
Willy Wonka and the Chocolate Factory	HBO		TMC			Warner Bros.
Winner Take All					MAX	MGM/UA
World's Greatest Lover, The			(TMC)		MAX	20th Century-Fox
Wrong Way Kid, The		ST				Coe Films
X-Ray			TMC			Cannon
Yankee Doodle Dandy			(TMC)		MAX	MGM/UA
Yellowbeard				HTN	(MAX)	Oricn
Yentl	(HBO)	(ST)	(TMC)	(HTN)	MAX*	MGM/UA
Yes, Giorgio!	HBO	(ST)				MGM/UA
Yor, the Hunter From the Future					MAX*	Columbia

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in December, January, February, March, April and/or May.

- An asterisk indicates the film is a carry-over from December, January, February, March, April and/or May.

- In total, 209 films appear on the April schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, three films have played on all five services, 14 films have played on four of the five services, 18 films have played on three services and 63 on two services. One hundred and eleven were unduplicated.

- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 35, followed by Universal with 19 and Warner Bros. with 18.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,500,000	(2/85)
2.	American Television and Communications Corp.	2,500,000	(2/85)
3.	Group W Cable	2,009,000	(12/84)
4.	Cox Cable Communications	1,538,467	(1/85)
5.	Storer Cable Communications	1,471,000	(1/85)
6.	Warner Amex Cable Communications	1,196,000	(12/84)
7.	Times Mirror Cable Television	1,001,848	(12/84)
8.	Continental Cablevision	939,000	(10/84)
9.	Newhouse Broadcasting	896,762	(2/85)
10.	Viacom Cablevision	785,000	(10/84)
11.	United Cable Television	780,000	(12/84)
12.	UA Cablesystems Corp.	704,000	(1/85)
13.	Sammons Communications	652,400	(12/84)
14.	Rogers Cablesystems	595,766	(12/84)
15.	Cablevision Systems Development	560,000	(10/84)
16.	Comcast Cable Communications	472,512	(11/84)
17.	Heritage Communications	443,040	(1/85)
18.	Jones Intercable	431,672	(12/84)
19.	Telecable Corp.	427,885	(11/84)
20.	Capital Cities Cable	374,000	(1/85)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc

Top 20 systems

Rank	Location	Operater	Basic subs	
1.	San Diego, CA	Cox Cable	253,973	(1/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	235,000	(10/84)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	San Antonio, TX	Rogers Cablesystems	198,469	(1/85)
5.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
6.	Hnuston, TX	Warner Amex Cable	181,800	(1/85)
7.	East Orange, NJ	MacLean Hunter Cable	171,017	(1/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	135,279	(1/85)
10.	Cincinnati, OH	Warner Amex Cable	129,500	(12/84)
11.	Englewood, CO	United Cable	125,000	(12/84)
12.	Audubon, NJ	New York Times	121,101	(1/85)
13.	Tulsa, OK	United Cable	118,893	(12/84)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,023	(1/85)
16.	Baltimore County, MD	Comcast Cable	114,298	(1/85)
17.	Tidewater (Norfolk), VA	Cox Cable	112,350	(1/85)
18.	Erie County, NY	Prime Cable	112,046	(1/85)
19.	San Jose, CA	Gill Industries	106,785	(1/85)
20.	Memphis, TN	ATC	106,300	(12/84)

Source: Subscriber counts are provided by systems to International Thomson Communications Inc.

C4722-2

- FCC commissioner seeks must-carry review
- United Cable undertakes major share buyback
- Daniels unveils cut-rate pay service pricing plan
- Southern Calif. ad campaign draws 29,500 calls in first 12 days

Glimmer of hope for copyright compromise

CableVision™

The news and features weekly of the cable television industry

May 6, 1985

Jim Ackerman: Adding pages to the book on cable finance

CableVision

Leading the week 11-25

Flat fee compromise

The beginning of a compromise agreement between copyright owners and industry officials involves a flat per-sub fee for imported distant signals.

CRT head asked to resign

In what was originally expected to be a routine budget authorization hearing, members of the House subcommittee charged with copyright jurisdiction attacked the competency of the Copyright Royalty Tribunal and the personal morals of CRT Chairman Marianne Hall.

McGraw Hill negotiates with TCI

McGraw Hill negotiates with Tele-Communications Inc. for joint venture participation in X'Press, the personal computer downloading project.

United offers stock buyback

United Cable Television launches a 2-million-share, $80 million stock buyback offer which could increase Tele-Communications interest in the company.

Viacom/Warner Amex deal?

Viacom International Inc. appears to be seriously considering a deal involving acquisition of some of Warner Amex Cable's properties.

Call for review of FCC's must-carry rules

Henry Rivera, one of the five commissioners of the Federal Communications Commission, last week called for a comprehensive review of the FCC's beleaguered must-carry rules, despite resistance among the other FCC commissioners to any initiation of rulemaking procedures on the subject.

Canada execs argue over rate proposal

Canadian cable industry officials press their case for regulatory relief at a series of public hearings organized by the country's radio-television and telecommunications commission.

Big response to California campaign

Several callers respond to a television ad campaign sponsored by 60 Southern California cable systems.

Showtime joins Daniels' 'Showcase'

Showtime agrees to participate in an expanded trial of Daniels and Associates' deep-discount, pay-packaging plan called "Showcase".

Disney Channel introductions

The Disney Channel, entering its third year of service, is introducing newly produced programs along with classic acquisitions this week under a mandate to better segment its viewing audience and programming lineup.

Cover-up

The Playboy Channel will tone down their program offerings in an attempt to appeal to a broader audience.

VH-1 makes the lineup

Sammons Communications will finally introduce VH-1 in some of its franchises this month. It was the only top 40 MSO not running the MTV Networks Inc. service.

Nielsen reports

A.C. Nielsen and Co. presents its summary on television viewership showing again that networks lose part of their audience when cable is in the home.

Expanding home services

Piedmont Cablevision is finding that offering an expanded home entertainment lineup will keep revenue growing in spite of 85 percent penetration.

Cox turns down bid for committee

Cox Communications says no to a bid by two outside directors to form a special committee to review the buyout offer by Cox Enterprises.

Hagler-Hearns fight grosses $1.2M for L.A. ops

Final figures have been tallied, and the April 15 Hagler-Hearns fight grossed a record $1.2 million from cable pay-per-view homes in Southern California.

Future planning

Jay James will head up Showtime/TMC's expanded strategic planning department in an effort to become more involved in long-range projects.

COVER STORY

Jim Ackerman, a 26-year cable television veteran, shares his views, on various topics, in an interview with *CableVision* Executive Editor Fred Dawson.

Review 28

Robert DiMatteo is pleasantly surprised by Brigitte Bardot's "charming" biography presented by Bravo, despite the subtitles, but disappointed by the second season of *Brothers* after a great kickoff year.

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Franchising calendar

This chart examines the franchise status of communities since April 1985.

California

Chino—BuenaVision franchise agreement revoked. Acceptingproposals. (12,000 homes).

Claremont—RFP revised and sent out. Bids due May 6, 1985. (9,800 homes).

East Yolo—reviewing applications from Sonic Cable, Yolo Cable TV, Yolo Cable Communications Co. and Pacific Federal Communications (10,000 homes).

La Puente—award to United Cable 11/28/84 (8,600 homes).

Los Altos—award to United Cable 12/84 (9,000 homes).

Palo Alto—negotiating with Cable Communications Co-op of Palo Alto and City Cable Partners Inc. until April (23,000 homes).

Rosemead—award to Falcon Communications 2/26/85 (14,000 homes).

South Monrovia—award to Falcon Communications 9/18 (5,400 homes).

Yorba Linda—deadline extended for statements of interest (12,000 homes).

Delaware

Wilmington—negotiating with Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois

Chicago—Area I award to Communications and Cable (300,000 homes).

Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).

Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).

Naperville—award to Rite Cable Co. of Illinois Limited. Rite Cable of Illinois bid for unincorporated areas of DuPage County. (17,500 homes).

St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).

Wheaton—award to Centel 7/2/84 (16,000 homes).

Winnetka—survey showed interest in cable insufficient to warrant franchise.

Woodbridge—terminated franchising process (260 homes).

Kentucky

Fulton—award to TCI 12/13/84 (2,400 homes).

Loretto—terminated franchise process.

Maryland

Baltimore—award to United Cable 12/19/84 (302,000 homes).

Massachusetts

Belchertown—negotiating with Clearview Cablevision.

Belmont—received applications from Nashoba, American and Belmont Cablevision (9,900 homes).

Berkley, Dighton, Freetown—award to Continental Cablevision.

Boxborough—award to Nashoba 1/7/85 (3,100 homes).

Cambridge—award to American Cable Systems of Cambridge 3/22/85 (43,000 homes).

Danvers—award to Nashoba 1/85 (8,600 homes).

East Bridgewater—award to Continental Cable 12/3/84 (2,500 homes).

Groton—award to United Video 2/25.

Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).

Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).

Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).

Lincoln—short franchise process re-initiated. Proposals due 5/1/85.

Marblehead—award to Continental Cable 12/84.

Medfield—provisional license to Massachusetts Cablevision 2/85 (3,400 homes).

Mendon—award to Massachusetts Cablevision Systems 1/7 (1,200 homes).

Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).

Nahant—accepting applications until May 30, 1985 (1,433 homes).

Sandwich—award to Campbell Communications (5,000 homes).

Seekonk—Seekonk Cable appealed selectman's decision to award Massachusetts Cable. Hearing held 3/26/85, awaiting final decision. (6,000 homes).

Shirley—provisional license granted to Nashoba Communications 10/84. Reviewing contract, final decision by June 30, 1985 (1,827 homes).

Southborough—provisional license to Greater Worcester Cablevision (2,000 homes).

Sterling—award to Wachusett Cablevision (2,000 homes).

Stow—provisional license to Adams-Russell 9/84. Final license should be signed in mid-June 1985 (1,600 homes).

Townsend—accepting applications until 4/11/85 (2,306 homes).

Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).

Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.

Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).

Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Almont—award to Michigan Cable 11/84.

Atlas—award to Michigan Cable 8/84.

Brandon—award to Michigan Cable 11/84.

Brown City—award to Pioneer Cablevision.

Cedar Creek—award to Horizon Cable 7/84.

Dalton—award to Horizon Cable 7/84.

Goodrich—award to Michigan Cable 9/84.

Lake Orion, Orion Twp—final award to Tribune-United 12/27/84 (7,800 homes).

North Branch—award to Michigan Cable 8/84.

Thortonville—award to Michigan Cable.

Waconia—award to Westel 12/18/84 (1,024 homes).

Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).

Barrett—award to Battlelake Cable 7/84 (165 homes).

Belle Plaine—award to Dow-Sat of Minnesota 11/9/84 (973 homes).

Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).

Bird Island—award to North American Communications Corp. 10/84 (568 homes).

Cannon Falls—award to North American Cable Communications Corp. (1,360 homes).

Credit River—award to North American Communications Corp. 10/84 (880 homes).

Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).

Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).

Glenville—award to WesTel 6/84 (275 homes).

Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).

Grand Meadow—award to Southern Cablevision Inc. 9/84 (380 homes).

Hill City—award to Individual Satellite Systems 11/84 (400 homes).

Hinckley—award to Savage Communications 7/84 (420 homes).

Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).

Holdingford—award to WesTel Inc. 2/84 (245 homes).

Howard Lake—award to WesTel Inc. 8/84 (510 homes).

Kerkhoven—award to Heritage Communications 7/84 (310 homes).

Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).

Lindstrom, Stacy—award to Dow-Sat of Minnesota (1,230 homes).

Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).

Maple Plain—award to Dow-Sat of Minnesota (481 homes).

Mapleton—award to WesTel Inc. 8/84 (600 homes).

Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).

Medford—award to WesTel Inc. 7/84 (300 homes).

Montrose—award transferred to Valley View 8/84 (300 homes).

Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).

Morton—award to Todd Communications Inc. 5/84 (225 homes).

Murdock—award to Cavanaugh Cable Co. 6/84 (140 homes).

New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).

Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).
Sandstone—award to Savage Communications 9/84 (580 homes).
Savage—preliminary award to North American Cable Communications 4/85 (1,272 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—award to Westel 12/18/84 (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Missouri
St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire
Keene—renewed franchise with Group W including a rebuild and rate increase (19,360 homes).
Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Sandown—negotiating with Continental Cablevision (800 homes).

New Jersey
Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—reviewing proposals from Marsh Media, Greater Media, Patterson Communications Network, Patterson Cable Services and U.S. Cable and TCI (55,000 homes).

New York
Mt. Upton—terminated franchise process.
North Salem—award to Community Cable Services 12/84 (1,100 homes).
Portland—cable committee formed to begin franchise process. Tribune Cable, Harborview and U.S. Cable sent letters expressing interest (150 homes).

North Carolina
Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio
Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—evaluating bids from Royal American Group, Greater Cleveland Cable TV Associates and Northcoast Cable.
Oberlin—preliminary award to Oberlin Cable Co-op 6/6/84 (2,600 homes).

Oregon
Dunthorpe—no response to RFP.
Seattle—city is divided into four parts; Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.
Sylvan—awaiting legal opinion needed for commission to vote on Sylvan Video Cable (1,200 homes).

Pennsylvania
Philadelphia—city is divided into four areas; Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island
Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—award to Bellevue Cablevision Inc.; appealed before Rhode Island Superior Court and Rhode Island Supreme Court (29,500 homes).

Virginia
Manassas—reviewing proposals from Cablevision of Manassas Ltd., Teleset Communications Inc., C4 Media of Manassas Ltd. and City of Manassas Cable (5,510 homes).

Washington
Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin
Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/17/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 5-FG
2.	Los Angeles	City is divided into 14 areas (A-n); 11-OP, 3-UC
3.	Chicago	City is divided into five areas; Area I-FG, Areas II, III-OP, Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	OP/UC
16.	Atlanta	OP
17.	St. Louis	UC/FC
18.	Tampa/St. Petersburg	OP/OP
19.	Denver	OP
20.	Baltimore	FG
21.	Sacramento/Stockton	OP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	OP
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34.	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.

C4722-2

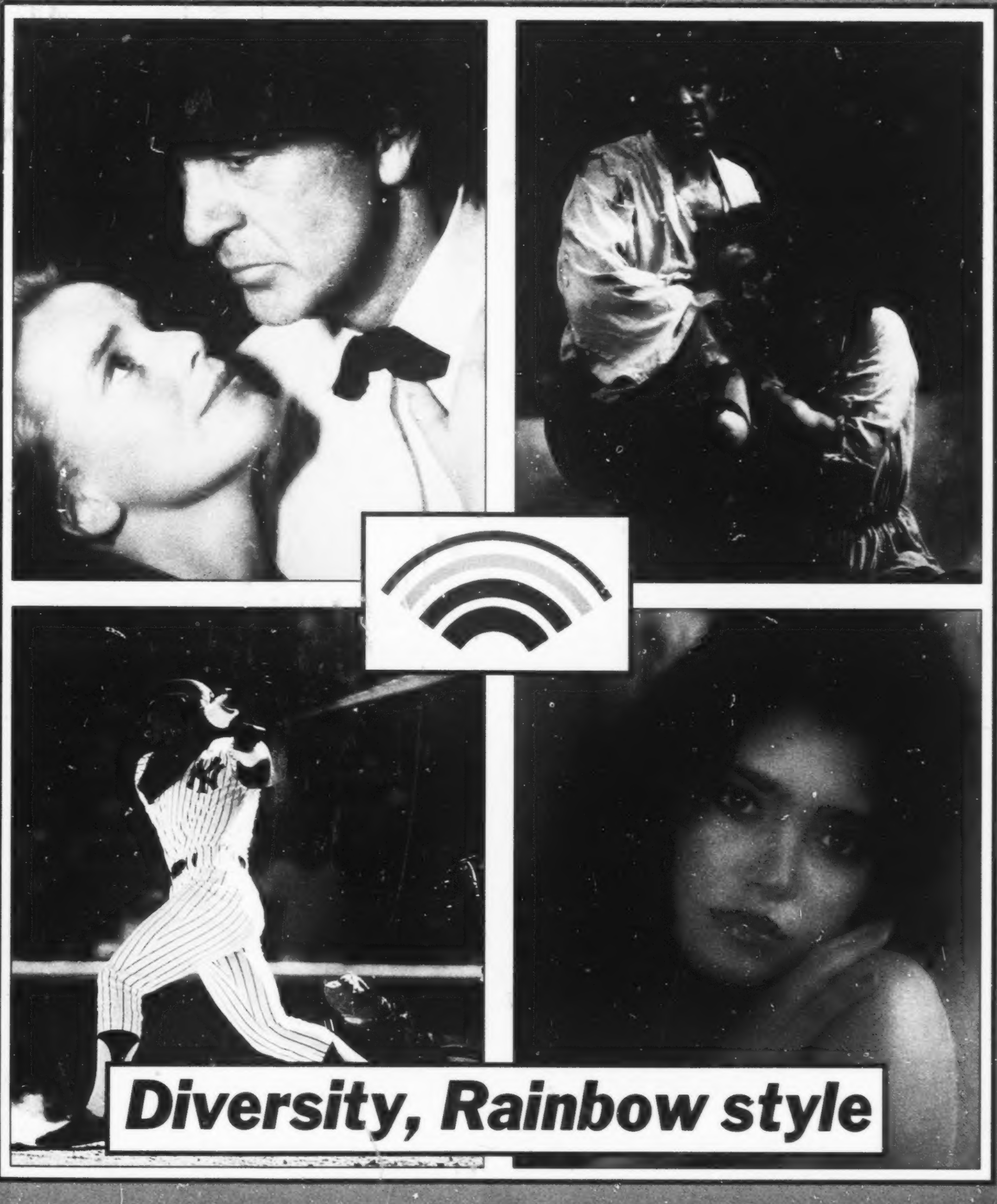
- TCI putting together acquisition war chest
- TVRO legislation gaining momentum
- Nickelodeon going to 24 hours
- Copyright Royalty Tribunal chief resigns

Hardware crunch: How serious a fallout?

CableVision™

The news and features weekly of the cable television industry

May 13, 1985



Diversity, Rainbow style

Leading the week 11-29

TCI may be seeking Warner-Amex

With a $325 million war chest, Tele-Communications Inc. appears to be looking for a new acquisition, and Warner-Amex Cable just might be the target.

Fiber system in Cleveland

A first in cable systems may be in store in Cleveland. A bidder for the city's network is proposing one of fiberoptics.

Congressional support growing

Legislation restricting or delaying satellite programming service scrambling is quietly gaining support in Washington.

Court urged not to rehear Preferred

Several cable groups have asked an appeals court not to grant a request for a rehearing of the landmark Preferred decision.

Storer decision near

Storer Communications officials predict the company will turn back Coniston Partners' takeover bid. Coniston however, says it's going to be very close.

Marianne Hall resigns

After a week of Congressional uproar concerning her role in a controversial booklet, CRT chairman Marianne Hall has resigned her post.

Nickelodeon to become 24-hour channel

With classics like *The Donna Reed Show*, *Lassie* and *Dennis The Menace*, Nickelodeon will seek an expanded market with 24-hour programming starting June 1.

Tribune files complaint

Tribune Cable Co. of California files a complaint against the city of Lakewood questioning the propriety of franchise fees.

An optimistic picture

For struggling cable hardware suppliers, the last few years have not been the best of times. But through long-term diversification strategies, they are solidifying their positions—moves met with approval by industry analysts.

Will the oldies be golden?

After an early struggle, The Nostalgia Channel may be looking at a rosy future via memories from the past.

Sports potpourri

In a flurry of cable sports activity last week, WTBS added more games to its fall college football schedule, while SportsChannels New York operation disclosed that it will cablecast all New York Islanders hockey games as of next season.

Viacom increases subscribers

Following an extensive advertising campaign, Viacom Cablevision of Long Island added 1,100 new customers to put its subscription base to 100,000.

Discovery Channel program

The Discovery Channel will premiere its nature-formated basic programming service after a $15 million contract for transponder time and technical support reached last with Group W Satellite Communications.

Pacific case continuing

Pacific West Cable Co., in a case closely related to the famous Preferred Communications Inc., suit in Los Angeles, has filed another motion in federal court.

Don't appeal decision

The chairman of the Los Angeles Board of Telecommunications will urge the city not to appeal the Preferred Communications case to the Supreme Court.

ACCESS willing to let go

L.A.'s designated franchisee for an area challenged by Preferred Communications Inc., has told the city it is willing to give up the franchise.

COVER STORY

In the face of sluggish pay service growth in the cable industry, Rainbow Programming Services Company may be the portent of things to come with a field of specialized networks. See Associate Editor Cecilia Capuzzi's feature story on page 31.

Review 30

The spectre of 200,000 caribou massed on Alaska's arctic slope will be featured on the May 19 edition of Nickelodeon's new *Explorer* program. Robert DiMatteo is entranced by the vivid beauty and adventure the show provides.

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CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
Arts & Entertainment	24
BET	20
CBN Cable Network	8
Cinemax (West)	23
C-SPAN	19
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (West)	13
HTN	16
The Learning Channel	16
Lifetime	17
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
Nickelodeon	1
PTL	2
Reuter Monitor Service	18
Seeburg/Lifestyle Music	3
Showtime (West)	10
SPN	6
The Learning Channel	16
USA Cable Network	9
(during blackout)	22
Video Hits One	15
The Weather Channel	21

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	10
Biznet	15
Bravo	2
Cable Sports Network	3
Home Sports Entertainment	14
Madison Square Garden	6
National Christian Network	7
New England Sports Network	13
Nickelodeon (West)	4
Odyssey	23
The Playboy Channel	12
The Prime of Life Network	7
The Silent Network	16
SportsVision	9
Trinity Broadcasting Network	17
WPIX	19

Westar III (Western Union)	**Transponder**
CNN	5

Westar IV (Western Union)	**Transponder**
Atlantic City Horse Racing	6
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Public Broadcasting Service	15, 17, 21, 23
Texas State Network	2
Word of Faith Satellite Network	6

Westar V (Western Union)	**Transponder**
Fantasy Unrestricted Network (FUN)	24
The Meadows Racing Network	22
Pro-Am Sports System (PASS)	14
The University Network	2

Comstar D-4 (AT&T/GTE)	**Transponder**
American Extasy	19
Country Music Television (CMTV)	18
KTVT (Dallas)	22
The Nostalgia Channel	19
SelecTV	13

Galaxy I (Hughes)	**Transponder**
CBN Cable Network	11
Cinemax (East)	19
CNN	7
CNN Headline News	8
C-SPAN	13
The Disney Channel (East)	4
(West)	24
EPG	3
ESPN	9
GalaVision	20
HBO (East)	23
Home Team Sports	12
Keyfax National Teletext Magazine	18
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
PTL	17
Showtime (East)	5
SIN	6
WGN	3
WOR-TV	15
WTBS	18

Spacenet I (GTE)	**Transponder**
ACTS	15

Aurora F5 (Alascom)	**Transponder**
Alaska Satellite Television Project	24
Learn/Alaska Television Network	20
NASA Contract Channel	13

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,660,938	(3/85)
2.	American Television and Communications Corp	2,500,000	(2/85)
3.	Group W Cable	2,093,794	(3/85)
4.	Cox Cable Communications	1,521,667	(3/85)
5.	Storer Cable Communications	1,500,000	(3/85)
6.	Warner Amex Cable Communications, Inc	1,204,000	(3/85)
7.	Continental Cablevision	1,033,000	(4/85)
8.	Times Mirror Cable Television, Inc.	978,340	(3/85)
9.	Newhouse Broadcasting	910,190	(4/85)
10.	United Cable Television	806,000	(3/85)
11.	Viacom Cablevision	800,000	(4/85)
12.	UA Cablesystems Corp	713,000	(4/85)
13.	Sammons Communications, Inc	659,716	(4/85)
14.	Cablevision Systems Development Co	596,799	(3/85)
15.	Rogers Cablesystems, Inc	589,357	(4/85)
16.	Comcast Cable Communications	481,000	(3/85)
17.	Jones Intercable Inc	466,514	(4/85)
18.	Heritage Communications, Inc	447,192	(3/85)
19.	Telecable Corp	427,885	(11/84)
20.	McCaw Communications	382,000	(3/85)
21.	Capital Cities Cable, Inc	375,000	(4/85)
22.	Wometco Cable TV, Inc	301,009	(4/85)
23.	Prime Cable Corporation	292,405	(3/85)
24.	Daniels & Associates	287,457	(3/85)
25.	Centel Cable Television Company	281,155	(4/85)
26.	TCA Group	270,611	(3/85)
27.	Multimedia Cablevision, Inc	268,397	(3/85)
28.	American Cablesystems Corporation	258,800	(4/85)
29.	Cable Vision Industries	256,342	(3/85)
30.	MacLean Hunter Cable TV Ltd	244,606	(3/85)
31.	Scripps-Howard	234,742	(3/85)
32.	TeleScripps	219,714	(3/85)
33.	Colony Communications, Inc	213,601	(3/85)
34.	Tribune Cable Communications	198,020	(4/85)
35.	Rollins Cableview, Inc	194,389	(3/85)
36.	Adelphia Communications	194,343	(4/85)
37.	Century Communications Corporation	192,023	(8/84)
38.	Service Electric Cable T V , Inc	189,500	(4/85)
39.	Communications Service, Inc	179,000	(12/84)
40.	Tele-Media	172,438	(8/84)
41.	TKR Cable	159,000	(3/85)
42.	Western Communications	154,086	(3/85)
43.	Cablentertainment	149,873	(4/85)
44.	Adams-Russell Communications	143,173	(3/85)
45.	Harte-Hanks Communications	140,569	(3/85)
46.	McDonald Group	139,585	(12/84)
47.	Falcon Cable	133,000	(3/85)
48.	Harron Communications Corporation	132,649	(10/84)
49.	Sutton Capital Group	127,098	(3/85)
50.	Buckeye Cablevision	121,000	(2/85)
51.	Midwest Video Corporation	118,102	(12/84)
52.	Harris Cable Corporation	117,827	(3/85)
53.	Televents, Inc	111,743	(3/85)
54.	Lenfest Group	111,388	(3/85)
55.	Armstrong Utilities	110,988	(3/85)
56.	Greater Media	103,139	(4/85)
57.	Summit Communications, Inc	97,787	(3/85)
58.	Communications Systems, Inc	94,655	(4/84)
59.	Multi-Channel TV Company	93,657	(3/85)
60.	Cencom Cable Associates, Inc	91,587	(4/85)
61.	Perry Cable TV Corporation	86,621	(3/85)
62.	U S Cable Corporation	85,000	(3/85)
63.	King Videocable Company	84,929	(3/85)
64.	McClatchy Newspapers	83,183	(3/85)
65.	The Essex Group	81,659	(3/85)
66.	WEHCO Video, Inc	80,199	(3/85)
67.	Cable Management Associates, Inc	77,030	(3/85)
68.	Palmer Communications, Inc	76,423	(3/85)
69.	Midcontinent Cable Systems Company	73,887	(3/85)
70.	Omega Communications	73,677	(3/85)
71.	Booth Communications Company	71,364	(3/85)
72.	Susquehanna Broadcasting	69,751	(3/85)
73.	Pencor Services, Inc	67,133	(3/85)
74.	Sonic Cable T V	63,930	(8/84)
75.	Acton Corporation	63,274	(1/85)
76.	Media General Inc	61,037	(3/85)
77.	Clear T V Cable Associates, Ltd	59,488	(4/85)
78.	Selkirk Communications	58,823	(4/85)
79.	West Palm Beach, Florida	57,067	(3/85)
80.	Marsh Media	56,745	(3/85)
81.	Omni Cable T V Corporation	56,718	(3/85)
82.	Coaxial Communications	55,471	(3/85)
83.	Helicon Corporation	55,000	(4/85)
84.	The Daily Press	53,000	(3/85)
85.	National Telecommunications Corporation	51,300	(12/84)
86.	Masada Corporation	48,700	(3/85)
87.	Wisconsin Cablevision and Radio Co , Inc	48,670	(3/85)
88.	Simmons Communications	48,386	(3/85)
89.	First Carolina Communications, Inc	48,384	(3/85)
90.	Communicom	47,694	(1/85)
91.	United Video Management	47,679	(8/84)
92.	White Plains, N Y	44,664	(3/85)
93.	Joseph Gans Cable T V	43,438	(3/85)
94.	Chambers Communications Corporation	43,303	(3/85)
95.	Whitney Communications Corporation	42,805	(3/85)
96.	Matrix Enterprises	42,606	(3/85)
97.	Donrey Cablevision	41,586	(3/85)
98.	Northland Communications Corporation	42,500	(4/85)
99.	Dowden Communications	40,252	(3/85)
100.	Cable Holdings Inc	40,200	(4/85)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	256,415	(3/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	238,950	(3/85)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
5.	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6.	Houston, TX	Warner Amex	185,000	(3/85)
7.	East Orange, NJ	MacLean Hunter	172,246	(3/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10.	Cincinnati, OH	Warner Amex	133,000	(3/85)
11.	Audubon, NJ	New York Times	123,134	(4/85)
12.	Tulsa, OK	United Cable	122,388	(3/85)
13.	Rochester, NY	ATC	117,100	(12/84)
14.	Atlanta, GA	Prime Cable	116,642	(3/85)
16.	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17.	Erie County, NY	Prime Cable	114,334	(3/85)
17.	Tidewater (Norfolk), VA	Cox Cable	113,888	(3/85)
18.	San Jose, CA	Gill Industries	106,724	(4/85)
19.	Memphis, TN	ATC	106,300	(12/84)
20.	Jacksonville, FL	Continental	106,000	(3/85)
21.	Austin, TX	ATC	102,500	(12/84)
22.	Seattle, WA	Group W	101,844	(3/85)
23.	Charlotte, NC	ATC	101,700	(12/84)
24.	San Juan, PR	Harris Cable	101,411	(3/85)
25.	Toledo, OH	Buckeye Cablevision	100,233	(4/85)
26.	Englewood, CO	United Cable	100,108	(3/85)
27.	Manhattan, NY	Group W	99,341	(3/85)
28.	Central Islip (Long Island), NY	Viacom	98,800	(4/85)
29.	Jefferson Parish, Kenner, LA	Cox Cable	93,666	(3/85)
30.	San Diego, CA	ATC	92,100	(12/84)
31.	San Francisco, CA	Viacom	89,000	(4/85)
32.	Warren, NJ	TKR	88,470	(3/85)
33.	Los Angeles, CA	Falcon Communications	88,137	(2/85)
34.	Wilmington, DE	Rollins Cableview	86,432	(3/85)
35.	Grand Rapids, MI	UA Cablesystems	86,000	(4/85)
36.	Seattle, WA	Viacom	85,000	(4/85)
37.	Wichita, KS	Multimedia Cablevision	83,985	(3/85)
38.	Jackson, MS	ATC	80,700	(12/84)
39.	Dallas, TX	Warner Amex	80,000	(3/85)
40.	Pompano Beach, FL	American Cablesystems	77,700	(4/85)
41.	Pittsburgh, PA	TCI	77,541	(4/85)
42.	Broward County, FL	Storer	76,000	(3/85)
43.	Phoenix, AZ	Times Mirror	75,638	(3/85)
44.	Boston, MA	Cablevision	75,524	(3/85)
45.	Baton Rouge, LA	Daniels & Associates	74,820	(3/85)
46.	Clearwater, FL	Vision Cable	74,500	(4/85)
47.	New Orleans, LA	Cox Cable	73,766	(3/85)
48.	Indianapolis, IN	Indianapolis Cablevision	72,496	(4/85)
49.	Tacoma, WA	Cable TV of Puget Sound	72,044	(4/85)
50.	Flint, MI	Comcast	72,000	(3/85)
51.	Richmond/Henrico County, VA	Continental	70,700	(3/85)
52.	South Texas, TX	Heritage	70,130	(3/85)
53.	Greensboro, NC	ATC	69,200	(12/84)
54.	Jefferson County, KY	Storer	69,000	(3/85)
55.	Cleveland Heights, OH	Viacom	69,000	(4/85)
56.	South Bend, IN	Heritage	68,347	(3/85)
57.	Santa Monica, CA	Group W	67,863	(3/85)
58.	Louisville, KY	Times Mirror	67,855	(3/85)
59.	Omaha, NE	Cox Cable	66,592	(3/85)
60.	Raleigh, NC	ATC	65,800	(12/84)
61.	Nashville, TN	Viacom	65,000	(4/85)
62.	Kansas City, MO	ATC	64,800	(12/84)
63.	Columbus, OH	Warner Amex	64,700	(3/85)
64.	St. Petersburg, FL	Group W	63,802	(3/85)
65.	Akron, OH	Warner Amex	63,600	(3/85)
66.	Buffalo, NY	TCI	63,220	(11/84)
67.	Boston Complex (Malden), MA	Warner Amex	63,180	(3/85)
68.	Worcester (Leicester), MA	Greater Media	63,073	(3/85)
69.	Oklahoma City, OK	Cox Cable	62,726	(3/85)
70.	Syracuse (suburbs), NY	NewChannels Corp	62,463	(4/85)
71.	Fayetteville, NC	ATC	62,100	(12/84)
72.	Allentown, PA	Service Electric	62,000	(4/85)
73.	El Paso, TX	Group W	61,483	(3/85)
74.	Hartford, CT	Times Mirror	61,440	(3/85)
75.	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,285	(3/85)
76.	Madison, WI	TCI	61,257	(4/85)
77.	Monterey, CA	Western Communications	60,656	(3/85)
78.	Santa Barbara, CA	Cox Cable	60,616	(3/85)
79.	Mt. Prospect, IL	Cablenet	60,000	(3/85)
80.	Sarasota, FL	Storer	60,000	(3/85)
81.	Birmingham, AL	ATC	59,400	(12/84)
82.	Snohomish County, WA	Viacom	59,000	(4/85)
83.	Ft. Worth, TX	Sammons	59,000	(4/85)
84.	Harrisburg, PA	Sammons	58,647	(4/85)
85.	Bridgeport, CT	Cablevision Systems/ Scripps Howard	58,525	(3/85)
86.	Las Vegas, NV	Times Mirror	58,402	(3/85)
87.	New Britain, CT	United Cable	58,282	(12/84)
88.	New Haven, CT	Storer Scripps-Howard	58,000	(3/85)
89.	Des Moines, IA	Heritage	57,918	(3/85)
90.	Indianapolis, IN	ATC	57,100	(12/84)
91.	Stamford (Fairfield), CT	Cablevision Systems Development	56,321	(3/85)
92.	Knoxville, TN	TCI	56,303	(1/85)
93.	Albany, GA	Storer	56,000	(3/85)
94.	Binghamton, NY	NewChannels Corp	55,687	(4/85)
95.	Shreveport, LA	ATC	55,500	(12/84)
96.	Knoxville, TX	TeleScripps	55,500	(4/85)
97.	Columbus, OH	Coaxial Communications	55,451	(3/85)
98.	Chattanooga, TN	TeleScripps	55,284	(3/85)
99.	Westchester County (New Rochelle), NY	UA Cablesystems	55,000	(4/85)
100.	Allentown, PA	Independent	55,000	(4/85)

c4722-2

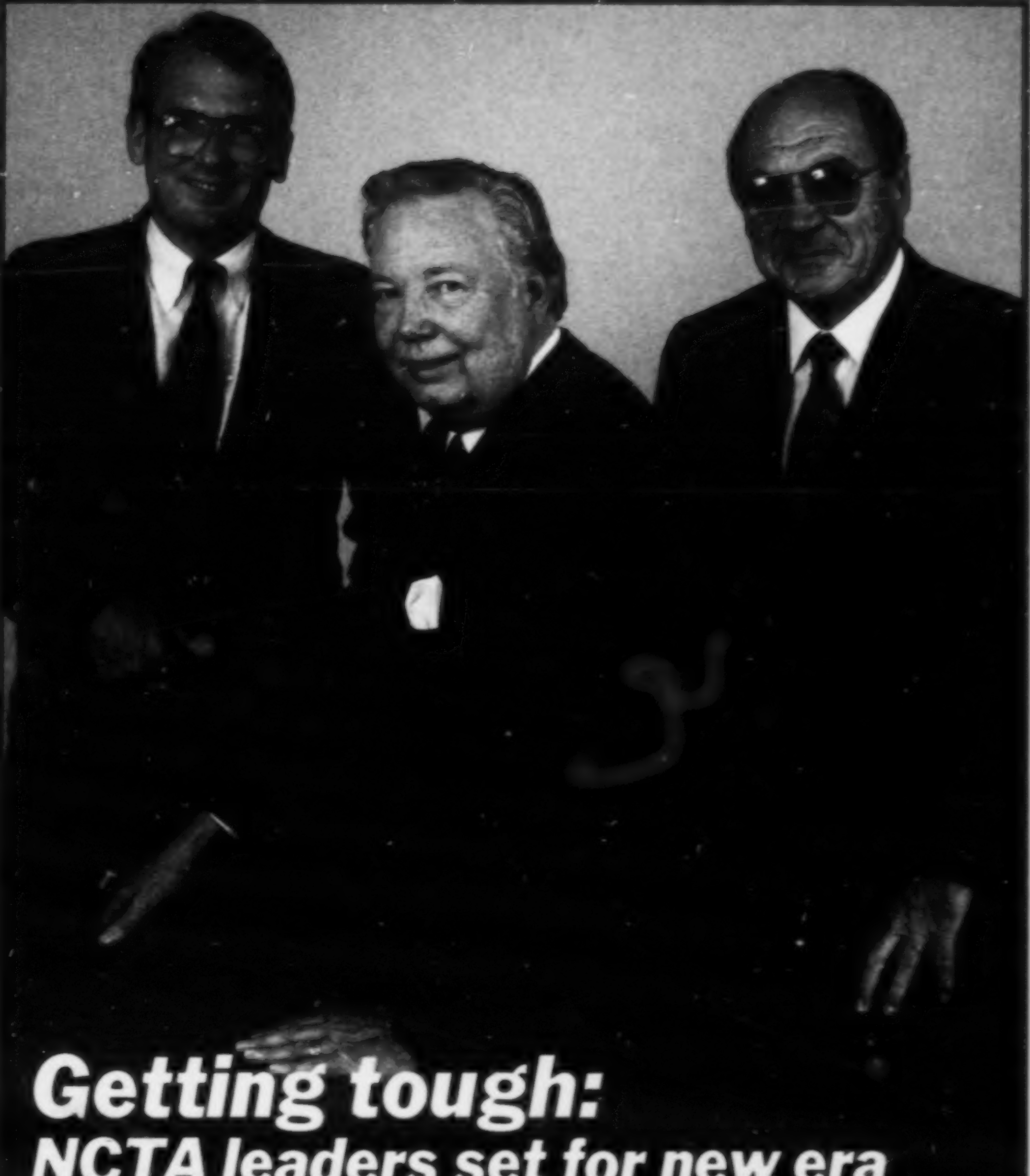
- Justice Dept. eyes broadcast obscenity law application to cable
- Heritage to bid on Dallas cable system
- Spate of city court actions aimed at slowing rate dereg
- New L.A. system doing well with no scalebacks

NCTA Pre-Show Issue

CableVision

The news and features weekly of the cable television industry

May 20, 1985



Getting tough:
NCTA leaders set for new era

CableVision

Leading the week 11-34

U.S. examining regulations

The Justice Department has been quietly examining federal criminal statutes governing obscenity and profanity in broadcasting to see if they can be applied to cable television.

Heritage expanding?

In what would be a major departure in strategy, Heritage Communications is expected to make an offer to buy Warner Amex's troubled Dallas cable system.

Storer survives battle

Although the results of a proxy fight for control of the company has been delayed, Storer Communications' current management will maintain a majority on the board.

Mile Hi in default

Mile Hi Cablevision has been declared in default on its loans, but according to its management, it's purely a technicality. ity.

Interesting convention ahead

A variety of challenges facing the industry, together with an optimistic financial outlook, promise to make this edition of the NCTA convention an intriguing one.

Losses for Texscan

Texscan Corp., the cable television equipment manufacturing company, is expected to post operating losses during the fourth quarter of last year and for the entire year ended April 30. Analysts believe, however, the company can survive.

CTAM plan

The Cable Television Administration and Marketing Society is finalizing plans for an industry database program which would track subscriber trends and activity.

Bid for MTV

Warner Amex has received a bid for its two-thirds equity stake in MTV Networks Inc. Making the offer is a partnership of senior MTV officials and a Boston venture capital firm.

Warner Amex decision near

The improving financial health of Warner Amex has led to a flurry of activity surrounding its possible sale or eventual breakup.

Fee for Lifetime

Lifetime has announced it will institute a per-sub fee beginning in January. Officials say the plan is necessary to assure the network's ability to break even in 1986.

Pacific injunction denied

A federal judge has denied a preliminary injunction by Pacific West Cable Co. that would have allowed the firm to start building a cable system in Sacramento.

Overbuilds in Cleveland?

There is a proposal afoot in Cleveland to allow all three bidders for the cable franchise to build the city.

L.A. seeks settlement

The city council in Los Angeles has ordered the city attorney to explore the possibility of settling Preferred Communications lawsuit.

A grateful Los Angeles

So pleased with the job Copley/Colony Harbor Cablevision has done, the city of Los Angeles will be commending the firm during an upcoming city council session.

Off-premises controller designed

Control Com has designed an off-premises addressable controller for multifamily housing developments. The device handles up to 60 channels and secures eight tiers of service.

National standard ahead?

CNI's 'budgetary formula' may help revolutionize the way the cable industry allocates national advertising budgets.

Cities turning to courts

In what is becoming a growing trend to test the 'margins' of the new Cable Communications Policy Act of 1984, more and more cities are asking courts to rein in operators' efforts to raise rates.

USN eyes low-power market

United Satellite Network is changing course—from a basic cable service plan to the LPTV market.

Varying views on pay-per-view

Cable industry executives were split in their opinions about the future of pay-per-view in a recent gathering in Boston.

COVER STORY

Ed Allen, Bill Strange and Jim Cownie met with *CableVision* Executive Editor Fred Dawson and Washington correspondent John Wolfe to discuss the NCTA's agenda and major industry issues.

Huey Lewis

Review 36

The second sitcom on the WTBS schedule, *Safe at Home*, has only one virtue: it's not leering. Robert DiMatteo finds the series totally inane. There is good fare ahead, however, when Huey Lewis and the News perform on Showtime.

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Cap Cities to sell entire cable division

NEW YORK—Capital Cities Communications will sell its entire 54-system cable division, despite the fact that the FCC is currently considering whether to eliminate its rule prohibiting television stations from owning cable systems, according to joint proxy statements filed by Capital Cities and ABC last week. The statements were filed in anticipation of annual meetings to be held in New York City, June 25 by ABC and Cap Cities in which stockholders will be asked to approve the acquisition of ABC by Capital Cities for $3.5 billion.

Ron Doerfler, chief financial officer for Capital Cities, said that the decision not to seek a waiver in the case of the cable systems was reached in the interest of "consummating the merger with ABC as quickly as possible." More than 367,000 subscribers will come on the market as a result of the divestiture.

Most analysts are saying that the influx of subscribers will not seriously affect system values. Not only are there more buyers in the market at this time than sellers, but also the number of subscribers itself is not considered large.

According to Doerfler, Cap Cities will seek to sell all its systems to one buyer. Analysts such as Wertheim & Co.'s David Londoner and Donaldson, Lufkin & Jenrette's Dennis Leibowitz said that because the systems are fairly small and widely scattered, that is the most likely form the sale will take. Not surprisingly, Tele-Communications Inc., and the Comcast Corp., both of which have announced public debt and equity offerings within the past two months, were mentioned as possible buyers for Cap Cities' systems.

The time frame for the sale is not yet known as the systems have not been put on the market yet. Eventually, the cable system sales are expected to generate up to $375 million.

Cap Cities is moving more quickly with its television and radio station sales, which like the cable systems, must be sold to satisfy regulatory requirements on media ownership. Broadcast and radio sales, which include 19 systems, could garner as much as $1 billion. Television stations up for sale include three Captial Cities stations and one ABC station. Capital Cities has asked for a waiver for its largest television station—WPVI-TV in Philadelphia. Fifteen radio stations will also be sold. Goldman, Sachs is handling all divestures for Capital Cities.

—Virginia Munger Kahn

Corrections

Bresnan Communications was the company inadvertently omitted from last week's top 100 MSO chart. The 92nd-ranked operator, based in White Plains, N.Y., owns six systems and serves 44,644 subscribers.

An article in the **Leading the week** section of the May 6 issue of *CableVision* incorrectly stated the subscriber count as 4,000 for the TCI system in Boulder, Colo. The system actually has 11,000 subscribers.

The Times Fiber executive referred to in our story on the financial condition of cable hardware companies (*CV 5/13/85 p. 19*) is Kenneth Coleman, senior vice president and general manager for the company's cable products division.

HSN
HOME SHOPPING NETWORK

PREMIERES NATIONALLY
JULY 1, 1985 ON SATCOM III

HSN is a seven-year-old, 24-hour a day, live, discount shop-at-home T.V. service that is 100% cable oriented. HSN has processed more than 6,000,000 orders since 1982. HSN is a proven winner that rolls out nationally July 1, 1985 on SatCom III.

$$$,$$$. FOR OPERATORS WHO CARRY HSN

HOME SHOPPING CLUB

Live Home Shopping
Millions in bargains
and Thousands in prizes

WHAT CABLE LEADERS SAY ABOUT HSN

- "Vision Cable and HSN have pioneered the cable shopping concept, and we feel that it is instrumental in the acquisition and retention of the basic cable subscriber." Tom Cruden, Vision Cable, Clearwater
- "Nothing has created as much excitement about cable TV in the community since cable was first introduced." Tom Davis, Storer Cable, West Pasco
- "We feel that it is one of the strongest services we offer our subscribers." Beverly Harms, Gulfstream Cable, Dunedin
- "HSN is a strong retention tool; it is viewer active, involving the viewer in the service as a buyer." David Dea, Group W Cable, St. Petersburg

Affiliation agreements with $$$,$$$.
are available. Contact:
Chuck Bohart, V.P. Corp. Development
Executive Offices, The Home Shopping Network
• 1529 U.S. 19 South, Clearwater, FL 33546
Phone: 813-530-9455
See us at the NCTA Booth #2960

HSN HOME SHOPPING NETWORK
AMERICA'S ORIGINAL LIVE · DISCOUNT · SHOP AT HOME T.V. SERVICE

See us at the NCTA, booth # 1718

CABLE STATS

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	182	2,955,000
Arts & Entertainment	2,000	12,500,000
Black Entertainment Television (BET)	432	9,033,719
Cable News Network (CNN)	7,780	32,262,000
CNN Headline News	2,403	16,284,000
C-SPAN	1,900	21,000,000
CBN Cable Network	5,551	28,017,000
Country Music Television	314	4,900,000
ESPN	9,900	35,700,000
Eternal Word Television Network(EWTN)	232	2,400,000
Financial News Network (FNN)	1,050	18,100,000
The Learning Channel	661	5,735,700
Lifetime	2,400	24,900,000
Modern Satellite Network (MSN)	51	10,550,000
Music Television (MTV)	3,100	26,200,000
The Nashville Network	2,250	22,160,000
National Christian Network (NCN)	91	1,333,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	3,800	24,900,000
Pacific Cable	NA	NA
PTL The Inspirational Network	1,200	13,000,000
Satellite Program Network (SPN)	525	11,800,000
Silent Network	242	7,200,000
SIN Television Network†	348	29,405,100
Trinity Broadcasting Network	409	5,772,000
USA Network	4,200	29,700,000
Video Hits One	423	5,500,000
The Weather Channel	1,630	17,000,000
WGN-TV	6,515	15,714,000
WOR-TV	1,378	5,231,220
WPIX-TV	152	1,385,000
WTBS-TV	8,656	33,111,000

Pay services

American Extasy	4	40,000
American Movie Classics	90	235,000
Bravo (only)	210	335,000
Cinemax	3,200	3,333,000
The Disney Channel	2,300	1,800,000
GalaVision	230	160,000
Home Box Office (HBO)	6,900	14,500,000
Home Theater Network (HTN)	400	300,000
Showtime	3,200	5,400,000
The Movie Channel	2,900	3,200,000
The Nostalgia Channel	55	175,000
The Playboy Channel	550	800,000

Audio services

Cable Radio Network	5	300,000
Lifestyle	125	2,400,000
Moody Bible Institute	47	600,639
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo	3	146
WFMT Chicago	158	1,041,000

Text services

AP News Cable	350	4,000,000
AP News Plus	6	145,000
Cable Sportstracker	5	275,000
Dow Jones Cable News	170	2,372,784
Electronic Program Guide (EPG)	235	4,484,000
Genesis Storytime	20	630,000
Reuters News View	325	3,250,000
UPI Data Cable	450	4,000,000

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	6	4,655
Nippon Golden Network	7	8,400
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	13	460,000
The Ecumenical Channel	6	148,000
KTVT	46	1,074,000
Life Newsvision	24	36,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	1	116,000
Newsday Cable	1	240,019
Texas Cable Network	12	730,000

Pay services

Dodgervision	28	NA
Home Sports Entertainment—Houston/Dallas	78	130,000
Home Team Sports	47	83,000
New England Sports Network	72	53,279
PRISM-Philadelphia	88	375,000
Pro-Am Sports	84	102,000
The Superchannel	NA	NA
SportsChannel (New England)	63	95,000
SportsChannel (New York)	45	400,000
SportsVision (Chicago)	22	105,000
Z-Channel	21	95,000

Announced services

Regional services	Expected Launch
Box Seat	2nd quarter 1985

Satellite-fed services

Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cabletix	TBA
The Choice Channel	11/85
The Discovery Channel	6/85
Discovery Computer Network	9/85
Discovery Financial Network	9/85
Discovery Music Network	6/85
El Canal Musical	4th quarter 1985
Ethnic Radio Networks	2nd quarter 1985
The Exchange	4th quarter 1985
Home Shopping Channel	7/85
International Business Network	3rd quarter 1985
Magicable	TBA
Movie Time	9/85
Satellite Concert Network	TBA
Studioline Cable Stereo	6/85
United Satellite Network	3rd quarter 1985
X*Press	6/85

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.
NA denotes not available.
TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 3,860,500.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

A&E
AT&T (R)
BMW (R)
Buick (R)
Dannon (R)
Dean Witter (N)
Ford (R)
GM (R)
Hitachi (R)
Hormel (N)
IBM (N)
Kodak (R)
Merrill Lynch (R)
NCR Computers (N)
Nissan Motors (N)
Paul Masson (N)
Prudential-Bache (R)
Ralston Purina (R)
Smith Corona (R)
State Department of California Tourism (R)
Tourism of Thailand (R)

BET
Adolph Coors (R)
American Beauty Products (R)
Anheuser-Busch (R)
AT&T (R)
Campbell's Soup (R)
Carson Products (R)
CBS Records (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
J.C. Penney (R)
Johnson & Johnson (R)
KFC Corp. (R)
Kraft (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Proctor & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Showtime/TMC (R)
Soft Sheen Products (R)
Thompson Medical (R)
Universal Pictures (N)
U.S. Army (R)
U.S. Marine Corps (R)
U.S. Postal Service (R)
Warner Lambert (R)
William Wrigley Jr. (R)

CBN Cable Network
Anheuser Busch (R)
Bristol Myers (R)
Campbell's Soup (R)
Chrysler (R)
Ford (R)
General Foods (R)
General Mills (R)
Honda (R)
Johnson & Johnson (R)
Lever Brothers (R)
Miller Beer (R)
Nabisco (R)
Sterling Drug (R)
Warner-Lambert (R)

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (R)
Gannett (R)
GM (R)
M/A-COM (R)
McDonnell Douglas (R)
Time (R)

Dow Jones Cable News
American Express (N)
Charles Schwab (R)
Consumer Reports (R)
Forbes Stock Guide (R)
Hertz (R)
Jack Anderson's Washington Letter (R)
Pavarotti (R)
Sheridan (R)
Smithsonian magazine (R)
Standard & Poor's (R)
Xerox (R)
Zions First National Bank (R)

ESPN
Arrow Staplers (N)
B.F. Goodrich (R)
Delta Faucets (R)
Diner's Club (N)
Duracell (R)
Hitachi (R)
IBM (R)
HBO (R)
Kawasaki (R)
Lorimar (N)
Mark Scott Sportswear (N)
Nissan (R)
Orion Pictures (R)
Pan Am World Airways (N)
Time (R)
Toshiba (R)
Universal Pictures (R)

FNN
Allstate Insurance (R)
Avis (R)
AT&T (R)
Barrons (R)
Canon Copiers (R)
Charles Schwab (R)
Chicago Board of Exchange (R)
Chicago Board of Trade (R)
Chrysler (R)
Compaq Computers (R)
Emery (R)
Ford (R)
GMA (R)
GM Corporation (R)
Hayes Computers (R)
Hitachi (R)
ITT (R)
John Nuveen (R)
National Car Rental (R)
Oldsmobile (R)
Prudential-Bache (R)
Quick and Reilly (R)
Ramada Inn (R)
United Airlines (R)
Wall Street Journal (R)
Xerox (R)
Zion Banking (R)

Modern Satellite Network
American Motors (R)
Anheuser-Busch (R)
California Raison Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes Benz of North America (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
U.S. Army Corps of Engineers (R)
Washington State Apple Commission (R)
World Book (R)

SPN†
Air Jamaica
American Artist magazine
Asia Society
AT&T
Bank Hapoalim
Bayer
Business Times
Casio
Chamber of Enterprise
Chesebrough Ponds
China Beer
Clorox
Coca-Cola
Cone Thread
Continental Airlines
Dow Jones
El Al
ESTV Tours
Evenflo
Fisher Pen
Gerber
Grolsch Beer
Heinz
Holiday Inns
Kimberly Clark
Los Angeles Bank
National Insurance
New Zealand Meat Exports
New Zealand Railways
New Zealand Tourism Commission
Nikon
Nutrition Center
Rubbermaid
Scott Paper
Sears Roebuck & Co.

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Courage To Be Rich (R)
Living Classics (R)
Malcolm E. Smith (R)
Microwave Cookbook (R)
Scientific-Atlanta magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network
Campbell's Soup (R)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)
Ultratec TDD (R)

The Weather Channel
American Motors (R)
AT&T (R)
CertainTeed (N)
Fuller Obrien (N)
Hartford Insurance (R)
International Spike (R)
Michelin (R)
Nutri-System (R)
Prudential-Bache (R)
Ralston Purina (R)
Sears Roebuck & Co.(R)
Sentry Hardware & Co. (R)
Thompson Medical Co. (N)
Thoro Systems (R)
Timex (N)
Union Carbide (R)
United Airlines (R)
U.S. Virgin Islands (N)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.

C4722-2

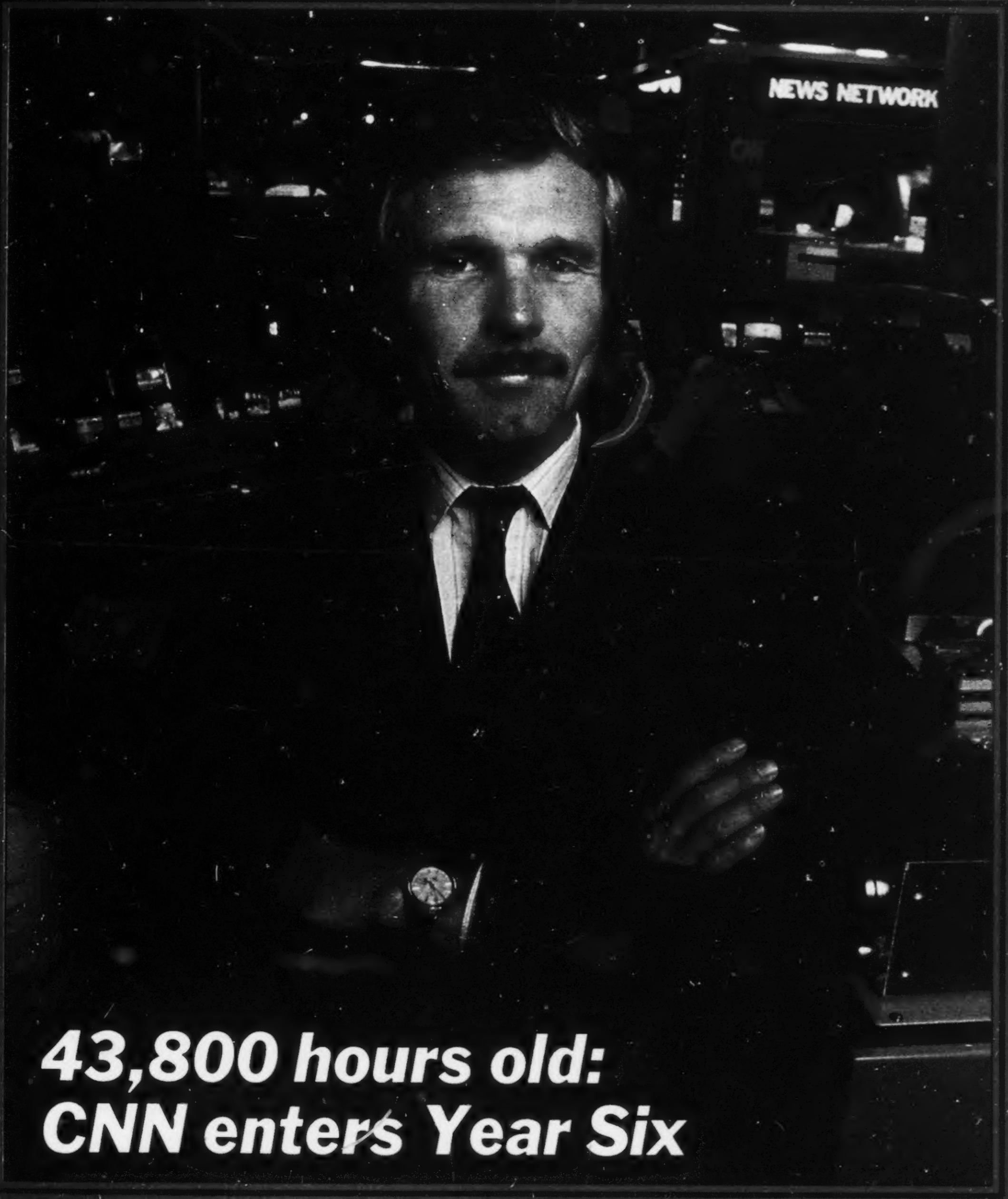
- HBO's Fuchs slams pay-per-view as 'industry distraction'
- TCI and ATC in combined bid for Warner Amex
- Studioline set to launch June 2
- Detroit City Council approves Barden scalebacks

Cable in Europe

CableVision™

The news and features weekly of the cable television industry

May 27, 1985



43,800 hours old: CNN enters Year Six

CableVision

Leading the week ...9-27

W-A bid ahead?

With an announcement of the fate of Warner Amex near, it appears a combined bid by TCI and ATC has the inside track.

No go for HBO

HBO Chairman Michael Fuchs ended speculation the service would enter the pay-per-view market when he attacked the cannibalizing potential of PPV.

Concessions in Detroit

The Detroit City Council has agreed to a sweeping package of cable concessions that Barden Cablevision said it needed in order to wire the city. Included is the elimination of some $38 million in grants.

More dishes

A research study says there are twice as many buyers of satellite dishes living in cabled areas compared to two years ago.

More music in the air

Studioline, the second multichannel audio cable service to launch in the past year, will begin satellite transmission of its package June 2.

Divestiture ahead?

Tribune Company's purchase of television station KTLA most likely means the company will have to divest itself of two L.A. area cable systems.

EEO provisions stir debate

Cable industry representatives and minority groups generally voiced support of the FCC's proposed implementation of the Cable Act's equal employment opportunity provisions. Portions of the proposal, however, came under attack by some federal agencies.

CARS procedures streamlined

The FCC has adopted a one-step application procedure for Cable Television Relay Service licenses and amended rules to streamline several CARS requirements.

Turner warns industry

In a Denver speech, Ted Turner warned the cable industry of a threat to its programming resources from broadcast station owners who are moving toward creation of a fourth network.

Porno commission

U.S. Attorney General Edwin Meese has announced the formation of a "Commission on Pornography" which will examine the production and distribution of pornographic materials.

San Diego blackout

In an unusual move, Cox Cable San Diego has blacked out showings of the HBO documentary Acts of Violence because part of the show deals with the tragic slaying of 21 people last year at a San Ysidro McDonald's.

Network viewing down

Viewing of network television affiliates dropped 6.8 percent during the first quarter of 1985.

CBN sets nightly newscast

CBN will launch a weeknight news program as part of its fall season schedule. The half-hour show will consist of a brief news summary followed by an in-depth look at one or two stories.

Scrambled Disney

Disney Channel officials are set to announce plans to scramble the service's signal within three weeks.

Sub list service

A new venture by Saxe Walsh and CableData is aimed at providing cable operators and pay programmers access to detailed and updated subscriber lists.

Relaxed standards backed

The cable television industry has again told the FCC that it should implement its proposal to relax technical and signal leakage standards.

Decision on CRT's fate near

According to sources on Capitol Hill, a decision may be reached this month to alter or get rid of the troubled Copyright Royalty Tribunal.

Back in the spotlight

The controversy surrounding beer and wine advertising reared its head again at a hearing before the House telecommunications subcommittee. Focus of the debate was a bill requiring broadcasters and cable operators to provide equal time for counterads.

COVER STORY

Cable News Network is almost five years old—and still growing. "We've proven our society has an enormous appetite for news at the viewer's convenience," says one CNN official. Associate Editor Simon Applebaum covers the story.

Feature story

The performance of a new system in Great Britain may be a key to the future development of cable television in that country—and Europe as a whole. British journalist Richard Spandler, who covers telecommunications for a variety of publications in the UK, provides an overview of the industry.

Review 28

For Alfred Hitchcock fans, June will be a month to remember. The Movie Channel will be presenting a "film festival" of Hitchcock works, and Robert DiMatteo likes the selections, which include *Rear Window*, starring James Stewart and Grace Kelly.

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Cable figures climb 13 pct.

Network TV viewing down 6.8 pct.

NEW YORK—Viewing of network television affiliates dropped 6.8 percent during the first quarter of 1985 compared with the first quarter of 1984, while viewing of all ad-supported cable rose 13.1 percent in cable households on a weekly, 24-hour basis, according to the latest A.C. Nielsen Co. numbers prepared and released by the Cabletelevision Advertising Bureau.

Total television viewing in cable households, when comparing first quarters 1984 and 1985, declined 2 percent. Time spent viewing cable, however, increased, as did time spent viewing public television. Viewing of independents declined 5.2 percent, while maintaining a 13 share from first quarter 1984 to first quarter 1985 on a weekly, 24-hour basis.

Ad-supported cable shares rose from 20 to 23 during this time. Together with viewing of pay television, cable's share rises to 33 in all cable homes on a weekly, 24-hour basis. In cable households, network affiliates share dropped from 60 during the first quarter of 1984 to 57 during the first quarter of 1985.

In pay households, total cable share—including pays and ad-supported cable—hit 40, compared to network affiliates' 52 share and independents' 13 share. In pay households, viewing to ad-supported cable jumped 15.8 percent, from a 20 share during the first quarter of 1984, to a 24 share during the first quarter of 1985. Viewing of pay services dropped slightly by 2.1 percent, maintaining a 16 share during the first quarters of 1984 and 1985.

For network affiliates in pay cable homes, viewing dropped 7.1 percent; viewing to independents dropped 3.9 percent; and viewing to public television rose 5.3 percent. Total television usage in pay households dropped 1.1 percent.

—*Cecilia Capuzzi*

Weekly viewing in all cable households

Total Day

	1st Qtr 1983		1st Qtr 1984		1st Qtr 1985			
	Hrs: Mins/share		Hrs: Mins/share		Hrs: Mins/share		% Change 1984 vs. 1985	% Change 1983 vs. 1985
Cable Services								
Satellite networks	5:14	9	7:13	12	8:25	14	+16.5	+60.8
Superstations	4:15	8	4:49	8	5:12	9	+7.8	+22.2
Total Ad-supported cable	9:29	17	12:02	20	13:37	23	+13.1	+43.5
Pay services	5:59	11	5:56	10	5:59	10	+1.0	0
Broadcast services								
Network affiliates	35:17	63	35:40	60	33:14	57	−6.8	−5.8
Independents	7:25	13	7:57	13	7:32	13	−5.2	+1.5
Public	1:46	3	1:43	3	1:53	3	+9.7	+6.0
Total usage	56:23		59:38		58:27		−2.0	+3.7

Note: Minutes do not sum to total usage due to multi-set households
Source: A.C. Nielsen
Prepared by Cabletelevision Advertising Bureau

CBN sets weeknight newscast, new fall lineup

VIRGINIA BEACH, Va.—CBN Cable Network will launch a weeknight news program this October as an integral facet of its 1985-86 season schedule, service executives have announced.

The half-hour newscast will premiere on a first season budget between $5 million and $10 million. Network officials are considering a proposal to pair it with another nightly half-hour on business and finance stories. Staff and facilities for the operation are still being worked out; those specifics are expected to be finalized over the next two months, officials said.

As described by CBN Cable Group Vice President Tim Robertson, each half-hour will consist of a brief news summary, followed by an in-depth examination of one or two stories. The presentation will be flexible, utilizing mini-debates, investigative reports, live call-in periods and other techniques. On a night-to-night basis, the program will document stories that have a personal impact on viewers, Robertson said.

"We're not trying to compete with the three broadcast networks, CNN or any other news-gathering system," Robertson maintained. "By stressing the impact element of news events, we'll have a niche."

A new crop of off-network series will dominate CBN's fall lineup, primarily supplied by MGM/United Artists and Columbia Pictures. MGM/UA's contributions include *Medical Center*, *The Courtship of Eddie's Father* and *Daktari*, while Columbia will be represented with *The Farmer's Daughter* and *The Wackiest Ship In The Army*. CBN also will co-produce and carry new episodes of MGM/UA's *Kids Inc.*, a children's musical series that will enter its second broadcast syndication season this fall.

Series with a wilderness adventure theme will be highlighted on CBN's 8 p.m. family hour. Joining *Born Free*, *Lassie* and other off-net programs will be *The Campbells*, a new Canadian drama, and *Butterfly Island*, a four-hour miniseries produced in Australia. CBN will run *Butterfly* this September and is in negotiations on additional episodes.

Other new features include *Doris Day's Best Friends*, a pet care/variety series half-sponsored by Kal-Kan Foods, and coverage of the U.S. horseshow jumping circuit.

Convinced that advertisers need to quantify their cable audience data beyond standard criteria, CBN will distribute results of a research project on the demographics and psychographics of its viewers to agencies last next month, Robertson said. Some 300 CBN subscribers participated in the study, which was conducted by network staff in consultation with ASI Research. The study also surveyed 700 cable households for their interest in a CBN-like service.

—*Simon Applebaum*

CABLE STATS

Film product comparison—June

Film	Pay Networks					Distributor
Adam's Woman					MAX	Warner Bros.
All Fall Down					MAX	MGM/UA
Alligator			TMC*		(MAX)	Cinema Signal
All Night Long			TMC*			Universal
All the Right Moves					MAX	20th Century-Fox
Amateur, The					MAX	20th Century-Fox
Americana			TMC			Crown
Amityville Horror, The	HBO				(MAX)	Orion
Amityville: The Demon	HBO				(MAX)	DDL
Amityville II: The Possesion	HBO					DDL
Angel, My Love					MAX	Film Gallery
Anna to the Infinite Power		(ST)		HTN*		Film Gallery
Arabian Adventure					MAX	AFD/EMI
Bachelor Party	HBO	ST	TMC		MAX	20th Century-Fox
Bananas	HBO		(TMC)		(MAX)	MGM/UA
Battle Beyond the Stars			TMC*			Viacom
Beach Girls, The			TMC			Embassy
Beastmaster, The	HBO	(ST)			(MAX)	MGM/UA
Beat Street					MAX	Orion
Best Years of Our Lives	(HBO)	(ST)	TMC*		(MAX)	Goldwyn
Beyond the Reef					MAX	DeLaurentis
Big Mo			TMC			Wescom
Black Hand		ST	(TMC)			MGM/UA
Bluebeard			TMC			Tri-Star
Boy and his Dog, A			TMC*		MAX	Film Gallery
Brainwaves	HBO					Atlantic
Caged Heat		ST*				Viacom
Cheech and Chong Still Smokin'		ST	(TMC)			Paramount
Clash of the Titans		(ST)	TMC			MGM/UA
Class		ST	(TMC)		MAX*	Albacore
Cluny Brown			TMC			20th Century-Fox
Cold River				HTN		Simcom
Coma	HBO	(ST)	(TMC)		(MAX)	MGM/UA
Come and Get It		(ST)			MAX	S. Goldwyn
Cops and Other Lovers					MAX	Cinema Signal
Crackers	(HBO)	(ST)		(HTN)	MAX	Universal
Cross Country			TMC		(MAX)	New World
Cross Creek				HTN	(MAX)	Universal
Curtains			TMC		(MAX)	Simcom
Damien: Omen II	(HBO)	(ST)	TMC			20th Century-Fox
Danny	HBO	ST				Castle Hill
Dark Crystal, The	HBO	(ST)	TMC		(MAX)	Henson
Dark Places			TMC*			Castle Hill
D.C. Cab	(HBO)	(ST)	(TMC)		MAX*	Universal
Deal of the Century		(ST)		(HTN)	MAX*	Warner Bros
Death Hunt			(TMC)		MAX	20th Century-Fox
Divine Nymph, The		ST				Muller Media
Dodsworth		ST				Goldwyn
Dog Day Afternoon	(HBO)				MAX	Warner Bros.
Down Argentine Way			TMC			20th Century-Fox
Easy Money	HBO*				(MAX)	Orion
Easy to Love				HTN*		MGM
Eddie and the Cruisers	(HBO)			HTN*	(MAX)	Embassy
Eddie Macon's Run			(TMC)	(HTN)	MAX*	Universal
Educating Rita			(TMC)	HTN*	(MAX)	Columbia
Eighty Steps to Jonah			TMC			Warner Bros.
Elvis That's the Way It Is				HTN		MGM
Escape Artist		ST	(TMC)			Zoetrope
Experience Preferred But Not Essential		ST				Goldcrest
Exterminator, The	HBO					Embassy
First Deadly Sin			TMC*			Warner Bros.
Footloose		ST*				Paramount
Forced Vengeance	HBO		(TMC)			MGM/UA
Friday 13th The Final Chapter			TMC			Paramount
Funny Lady		(ST)		HTN	(MAX)	Columbia
Gandhi			(TMC)	HTN	(MAX)	Columbia
George Washington Slept Here		ST				MGM/UA
Gift of Love, The					MAX	TLF
Girl With Green Eyes, The		ST				MGM/UA
Gizmo		ST				Film Gallery
Glitterdome, The	HBO					Telepictures
Goin' All the Way			(TMC)		MAX	Four Rivers
Gold Is Where You Find It		ST				MGM/UA
Gondola				HTN		TEN
Gorky Park	(HBO)				MAX	Orion
Grand Baby	(HBO)	ST				Rainbow
Great Caruso, The	HBO					MGM/UA
Greystoke: The Legend of Tarzan, Lord of the Apes	HBO	ST	TMC			Warner Bros.
Haircut				HTN		Universal
Halloween					MAX*	CMP
Hambone & Hillie	HBO				MAX	New World
Harry Tracy	HBO				(MAX)	QRT
Heart Like A Wheel	HBO	(ST)		(HTN)	(MAX)	20th Century-Fox
Hemingway Play				HTN		TEN
Hot Stuff				HTN		Columbia
House of the Long Shadows	(HBO)	ST*				Viacom
Huckleberry Finn			(TMC)		MAX*	MGM/UA
I Love You, Alice B. Toklas			TMC			Warner Bros.
Incredible Book Escape		ST				Coe
It All Came True		ST				MGM/UA
Jaws III	HBO		TMC*		(MAX)	Universal
Journey Together		ST				Coe
Kelly	HBO	ST				Paramount
Kentucky Fried Movie			TMC		(MAX)	UFD
Krull	HBO				(MAX)	Columbia
Lady In Red, The		ST	(TMC)		MAX	Viacom
Lassiter	(HBO)	(ST)	(TMC)		MAX*	Warner Bros.
Last Plane Out					MAX	New World
La Traviata				HTN	(MAX)	Universal
Laura		ST				Group S.
Lenny			(TMC)		MAX	MGM/UA
Let's Spend the Night Together	(HBO)		TMC		MAX	Embassy
Liar's Moon			TMC*			Crown
Life On Earth, Conquest of the Waters	HBO					Warner Bros.
Life of Riley				HTN		Universal
Little Boy Lost		ST				Summit
Little Foxes, The			TMC		(MAX)	Goldwyn
Little Romance, A			TMC*		(MAX)	Warner Bros.
Lonely Hearts			TMC*			Goldwyn
Lonely Lady, The	(HBO)		TMC*		(MAX)	Universal
Man, A Car, A Legend, A				HTN		Filmoption
Man On a Tightrope			TMC*			20th Century-Fox
Man Who Knew Too Much, The			TMC	(HTN)		Universal
Melanie			TMC		MAX*	Simcom
Midnight Madness	HBO					BV
Money on the Side					MAX	Columbia
Moon in the Gutter					MAX	Columbia
Moonlighting				(HTN)	MAX	Universal
Mr. Mom	(HBO)	ST*	TMC	HTN	MAX	20th Century-Fox
My Tutor	HBO				(MAX)	Universal
Nancy Goes to Rio		ST				MGM/UA
Napoleon					MAX	Universal
Nate and Hayes		ST	(TMC)			Paramount
Natural, The	HBO					Tri-Star
Never Say Never Again		(ST)		HTN	(MAX)	Warner Bros.
Noah's Animals	HBO					Telepictures

Tom Selleck and Lauren Hutton star in 'Lassiter.'

Film	Pay Networks					Distributor
No Big Deal	HBO	(ST)				Film Gallery
Nine to Five	HBO	ST				20th Century-Fox
Octopussy	HBO	(ST)	(TMC)	(HTN)	(MAX)	MGM/UA
O'Hara's Wife				(HTN)	MAX	O'Hara Prod.
Omega Man			TMC			Warner Bros.
Omen, The	(HBO)	(ST)	TMC			20th Century-Fox
One Trick Pony			TMC			Warner Bros.
Osterman Weekend, The	(HBO)	ST*	(TMC)			Davis-Panzer
Outsider, The					MAX	Paramount
Over the Brooklyn Bridge	HBO				(MAX)	Cannon Film
Party, The			TMC			MGM/UA
Pirahna II			TMC			Viacom
Playbirds, The					MAX	Private Screenings
Porky's II: The Next Day		ST	(TMC)		(MAX)	20th Century-Fox
Power and the Prize		ST		HTN		MGM
Prince and the Pauper		(ST)	TMC			Tri-Star
Princess and the Pirate		ST	(TMC)		(MAX)	Goldwyn
Professor Wagstaff's Time Machine		ST				Satori
Puff in the Land of the Living Lies	HBO					The My Company
"Q"		(ST)	TMC*			UFD
Quest, The					MAX	Columbia
"Real Glory, The"		(ST)			MAX	S. Goldwyn
Real Life			TMC			Paramount
Rear Window			TMC*	HTN*		Universal
Return of a Man Called Horse		ST*	(TMC)			MGM/UA
Revenge of the Ninja	(HBO)				MAX	Viacom
Revenge of the Pink Panther		ST			MAX	MGM/UA
Rhinestone	HBO	ST	TMC		MAX	20th Century-Fox
Risky Business		(ST)	TMC		(MAX)	Warner Bros.
Romancing the Stone	HBO*	(ST)	(TMC)		MAX	20th Century-Fox
Rope		TMC	HTN*			Universal
Royal Wedding					MAX	Max Musical
Rumble Fish			(TMC)		MAX	Universal
Running Brave	(HBO)	(ST)		HTN		BV
Savannah Smiles	HBO		TMC	(HTN)	(MAX)	Embassy
Scarface	(HBO)	(ST)	(TMC)		MAX*	Universal
Screwballs					MAX	New Horizons
Secret Life of Walter Mitty, The	(HBO)				MAX	S. Goldwyn
Seems Like Old Times		(ST)			MAX*	Columbia
Seven Hills of Rome		(ST)		HTN		MGM
Showbiz Ballyhoo				HTN		TAD
Silver Bears			TMC			Viacom
Silver Dream Racer	HBO		TMC			Almi Dist.
Sixteen Candles	HBO	ST	TMC	HTN	MAX	Universal
Slow Dancing In the Big City					MAX	MGM/UA
Slumber Party Massacre		(ST)	TMC			Viacom
Something Wicked This Way Comes	HBO	ST	TMC			BV
Song Is Born, A		ST			MAX	S. Goldwyn
Sorcerer			TMC			Paramount
Splash	HBO*		(TMC)		(MAX)	BV
Spring Fever			TMC*			Com World
Star Chamber	(HBO)	ST*				20th Century-Fox
Strange Brew			TMC			MGM/UA
Strange Invaders					MAX	Orion
Sudden Impact	HBO*	(ST)	(TMC)		(MAX)	Warner Bros.
Surfacing		ST				Shapiro
Survivors, The	HBO	(ST)	(TMC)		(MAX)	Columbia
Tendres Cousins		ST*			(MAX)	Crown
Ten From Your Show of Shows	HBO					Lee Huber Prod.
Tennessee Champ		ST				MGM/UA
Testament	HBO					Paramount
Tex			TMC			Touchstone
They Call Me Bruce?		(ST)			MAX	Film Ventures
Thunderhead, Son of Flicka			TMC			20th Century-Fox
To All A Good Night		ST				Intercontinental Releasing
Top Secret		ST				Paramount
Treasure In the Caves			TMC			Satori
Trouble With Harry, The			TMC*			Universal
Uncommon Valor		ST*	(TMC)			Paramount
Under the Volcano					MAX	Universal
Unseen, The					MAX	Viacom
Up the Creek	HBO				(MAX)	Orion
Valley Girl	HBO	(ST)	(TMC)		(MAX)	Atlantic
Vertigo			TMC	(HTN)		Universal
Walk on the Wild Side				(HTN)	MAX	Columbia
Warloads of the 21st Century		ST				Viacom
Where the Boys Are					MAX	MGM/UA
White Dawn			TMC*			Paramount
White Witch Doctor					MAX	20th Century-Fox
Wholly Moses					MAX	Columbia
Wicked Lady, The		ST*			(MAX)	Viacom
Witches' Brew		ST*				Viacom
X-Ray			TMC			Cannon
Xtro		ST				Film Gallery
Yellowbeard	HBO			(HTN)	(MAX)	Orion
Zelig	(HBO)	(ST)	MC*			Warner Bros.

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in January, February, March, April, May and/or June.
- An asterisk indicates the film is a carry-over from January, February, March, April, May and/or June.
- In total, 212 films appear on the June schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, three films have played on all five services, 15 films have played on four of the five services, 26 films have played on three services and 64 on two services. One hundred and four were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 35, followed by Universal with 22 and 20th Century-Fox with 18.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,660,938	(3/85)
2.	American Television and Communications Corp	2,500,000	(2/85)
3.	Group W Cable	2,093,794	(3/85)
4.	Cox Cable Communications	1,521,667	(3/85)
5.	Storer Cable Communications	1,500,000	(3/85)
6.	Warner Amex Cable Communications, Inc	1,204,000	(3/85)
7.	Continental Cablevision	1,033,000	(4/85)
8.	Times Mirror Cable Television, Inc	978,340	(3/85)
9.	Newhouse Broadcasting	910,190	(4/85)
10.	United Cable Television	806,000	(3/85)
11.	Viacom Cablevision	800,000	(4/85)
12.	UA Cablesystems Corp	713,000	(4/85)
13.	Sammons Communications, Inc	659,716	(4/85)
14.	Cablevision Systems Development Co	596,799	(3/85)
15.	Rogers Cablesystems, Inc	589,357	(4/85)
16.	Comcast Cable Communications	481,000	(3/85)
17.	Jones Intercable Inc	473,337	(4/85)
18.	Telecable Corp	453,094	(3/85)
19.	Heritage Communications, Inc	447,192	(3/85)
20.	McCaw Communications	382,000	(3/85)

Subscriber counts are provided by MSOs to International Thomson Communications Inc.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	256,415	(3/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	238,950	(3/85)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
5.	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6.	Houston, TX	Warner Amex	185,000	(3/85)
7.	East Orange, NJ	MacLean Hunter	172,246	(3/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10.	Tulsa, OK	United Cable	134,989	(4/85)
11.	Cincinnati, OH	Warner Amex	133,000	(3/85)
12.	Englewood, CO	United Cable	125,406	(3/85)
13.	Audubon, NJ	New York Times	123,134	(4/85)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,642	(3/85)
16.	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17.	Erie County, NY	Prime Cable	114,908	(4/85)
18.	Tidewater (Norfolk), VA	Cox Cable	113,888	(3/85)
19.	San Jose, CA	Gill Industries	106,724	(4/85)
20.	Memphis, TN	ATC	106,300	(12/84)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.

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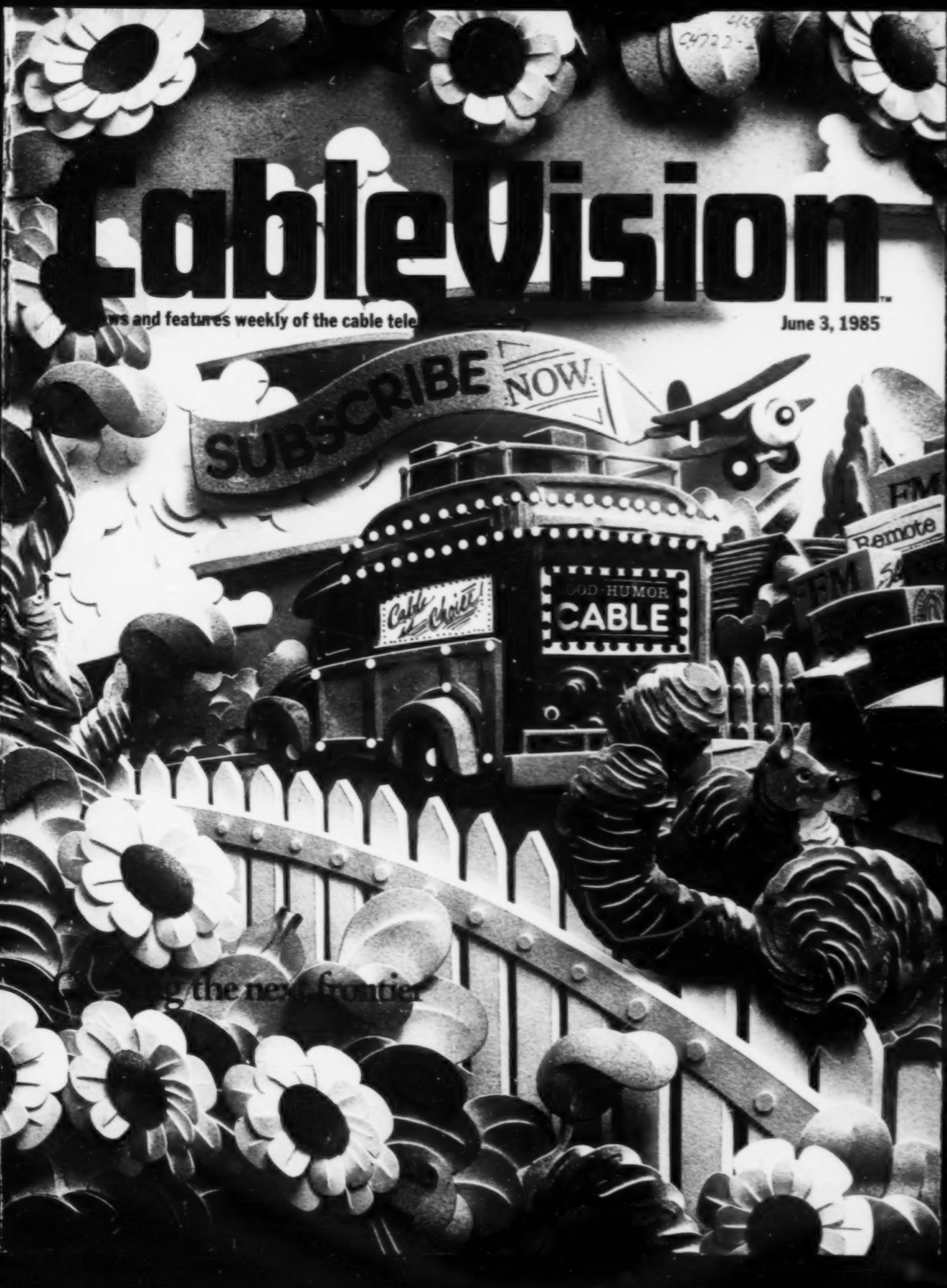
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VCR study

A recent HBO study shows videocassette rental tapes are perceived as a better value than pay TV among more VCR/pay TV households as compared to the percentage of such subscribers who see pay services as the superior value.

TCI, ATC bid for Warner Amex

TCI and ATC offer $750 million cash and assumption of a $550 million debt for Warner Amex Cable Communications.

L.A. about-face

In a radical change of course, the Los Angeles City Council has retracted an effort to see if the Preferred Communications case suit could be settled. The city now is leaning toward pursuing an appeal as far as necessary.

CATA escalates battle

The Community Antenna Television Association is urging cable operators to monitor the marketing practices of TVRO retailers and educate consumers about program scrambling. CATA will be a "repository for any misleading information."

Basic scrambling

Basic cable programmers agree on the issue, it's a definite problem. How to handle it is another matter, however. The issue? Scrambling.

PPV intentions

With pay-per-view ticketed to be a key NCTA convention topic, a number of companies are on the verge of announcing plans to enter the field or are refining PPV strategy. New developments are expected on the hardware side as well.

Major merger

First Data Resources and Gill Management Services have announced a deal in which FDR will acquire the assets of GMS. The merger creates the second-largest cable billing services company in the country.

Comband approved

The FCC has ruled that General Electric's Comband bandwidth compression system complies with government regulations. The ruling paves the way for GE to market Comband to cable operators.

Seating approved

A court decision in Ohio has paved the way for Coniston Partners to seat four of its own directors on Storer Communication's nine-member board.

'Inevitable' fee

Another basic cable network is expected to implement a per-sub fee system in 1986. The Nashville Network is eyeing a 6-to-10-cent monthly fee. This follows on the heels of a recently announced plan by Lifetime to start a monthly charge next January.

No uniformity

In a public hearing last week in Los Angeles, cable operators told the city minimum standards for franchises are acceptable, but uniformity is not.

Dual package

A trade campaign that promotes a Showtime/The Movie Channel dual pay package will be unveiled at this week's NCTA convention. The new package is aimed at the 25-to-35-year-old consumer market.

The Book Channel

Cablevision will introduce a daily prototype of a proposed 24-hour basic network in July. *The Book Channel*, will cover new books through a mixture of author interviews, visual essays and readings.

Content the key

Claiming "content is the key" to profitability, an FCC official has said the survivors of the merger-mania will be the media companies that have increased production capability.

Upbeat convention

A crowd of 15,000 is possible as the NCTA prepares for its 34th annual convention this week in Las Vegas. One official says the pre-convention mood is "upbeat and bullish." See page 22.

Legal roundtable

On May 20, *CableVision* convened a panel of leading legal experts in Washington, D.C., to explore some of the questions on the minds of cable operators and everyone else involved with the industry. The discussion centered on what the industry perceives are its latitudes under the Cable Act and the various court actions surrounding it. See page 56.

Pay television

A growing videocassette market. New-build delays. Over-ambitious pricing structures. Signal theft. Certainly, all factors that have figured in somewhat of a slump in the pay television industry. To head off further erosion of the product, pay TV operators are mapping plans to help return them to the glory days. Editor Victoria Gits takes an in-depth look at the problems and prospects of pay TV. See page 78.

Viewsonics inc.
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Booth Guide

Where to find everything and everyone is listed in the '85 NCTA Booth Guide that begins on page 130.

About the cover

The theme "Crossing the next frontier" is depicted on the cover in a paper sculpture by Boulder artist Chris Butler.

James Mooney

National Cable Television Association President Jim Mooney talks to Associate Editor John Wolfe and Executive Editor Fred Dawson about the current regulatory environment and what he foresees as industry goals.

Review 51

Dazzling camerawork and the dynamic talent of Tina Turner, highlight her upcoming rock concert on HBO. Robert DiMatteo says Turner is in top form in the "hot" special filmed at England's NEC Stadium.

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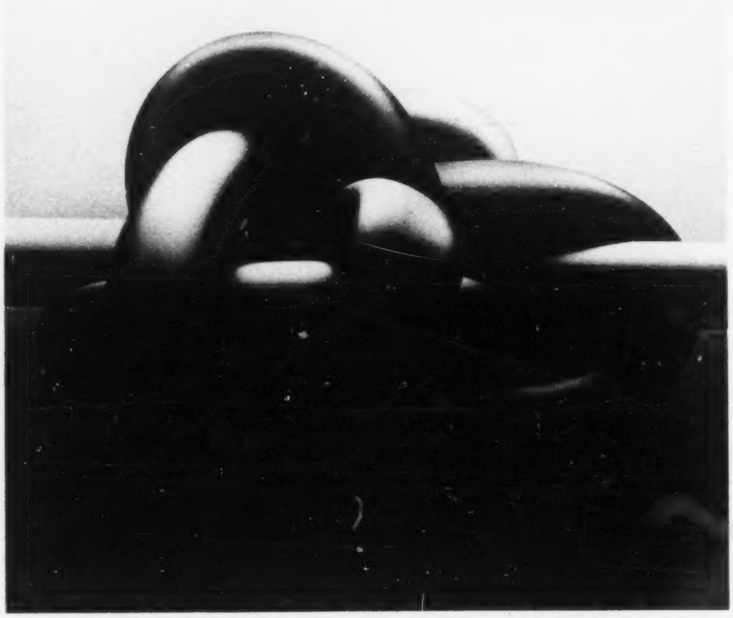

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The destiny of pay TV

Operators mapping strategy to battle erosion

—Victoria Gits

The days of selling ever-increasing numbers of pay TV subscriptions at ever-increasing prices clearly are numbered—if not over. Cable operators are up against a wall of consumer resistance. Whether the reason is theft, marketing apathy, newbuild delays, overambitious prices or the booming videocassette rental industry, depends on whom you talk to.

The evidence is gathering that some of the major pay TV suppliers are in a slump that is, at best, a temporary blip. At worst, it's a sign the product has outlived its glory days and is no longer the sure-fire money machine it used to be.

The issue has taken on a higher profile in view of the slowdown in big-city builds. If the 7 million homes in Chicago, New York, Philadelphia, Baltimore, Cleveland, Detroit, Washington, D.C. and St. Louis had seen more activity, the numbers would be different. The first-timers cover up a decline in the base. But the hiatus in construction has served to spotlight consumer behavior in mature markets. Operators are beginning to sense a shift in the foundation.

Pay TV may have reached a ceiling in terms of weekly viewing hours, as well. While cable viewing is up across-the-board in pay cable households, pay TV viewing is flat, representing a smaller share of the total.

A.C. Nielsen figures show cable satellite networks and superstations in 1983 represented nearly 10 hours of weekly viewing time per household on the average compared to pay TV's 10 hours. In 1984, the ad-supported networks jumped to 13 hours, while pay TV stayed at a little over 10 hours. In the first quarter of 1985, pay TV share was down slightly compared to the same period of 1984. Meanwhile, basic cable share was up three points. (See chart)

Mary Steenburgen and Peter Strauss star in Showtime's 'Tender is the Night.'

The factor mentioned repeatedly by cable operators and program suppliers alike as being most responsible for the drop-off was the industrywide emphasis on encouraging subscribers to sign up for basic cable, as a way penetrating deeper into the non-subscriber base. This has to be taken seriously, but there are other explanations to be considered. Whatever the reason, some operators are beginning to take action.

Making adjustments

Bob McRann, vice president and general manager, Cox Cable, San Diego (241,000 basic subscribers; 201,000 pay units) is a case in point. McRann saw spectacular growth in 1982 and 1983 after launching four new pay services, but since Disney in 1983, nothing new has come along. Compared to a year ago subscribership to HBO has slipped by 4,000, while Cinemax gained 7,000. Showtime stayed the same, while Disney added 7,000. Playboy lost 4,000.

McRann targets price as the problem. "While the quality of programming has remained relatively static, what we find is a price-value relationship that is no longer as appealing to the customer as it was before. . . A price of $10.95 to $13.95 is now beginning to be significantly felt by the subscriber. . . I think what we may have is a relative imbalance between the rates being charged for basic and pay," McRann says.

"Combine that with the videocassette threat—and there clearly is a videocassette threat out there."

In pursuit of the ideal alignment, McRann has reduced the first pay in the household from $11.95 to $10.95—at the same time raising basic rates from $11.78 to $14.95. GalaVision will come down to $6.95 from $9.10 and all remote controls are reduced by 24 percent to a flat $3 instead of $6 or $4.

On the programming side, HBO is circumspect about its numbers, refusing to confirm or deny a reported 5 percent drop in subscribership in the first quarter of 1985. Spokespersons will admit to "disappointing," results. HBO's Seth Abraham, vice president of operations, said in a published interview, "You don't have to be a rocket scientist to know that videocassette recorders are cannibalizing our ratings."

HBO's remedial actions consist of increasing its investment in original programming (by how much is unknown), touting its "sleeper" films over the

The viewpoint of the managers

The blame: From VCRs to pricing

"Let me give you the root of the problem—and I am somewhat surprised no one talks about this: 43 percent of my subscribers have VCRs. About 300 yards from my office is a Music Plus Video Store. The activity in cassette rental is substantial. For a cable customer to see everything that comes out of Paramount and everything that comes out of TriStar, they have to buy two or three pay services. That is driving my customers to video stores. Therein is a major problem that no one seems to have recognized yet. The pay suppliers think they are terrific, because they have exclusivity in a given studio. Not so. They're getting hurt because of it. . . You can take that $24 (the price of two pay channels) to the video store on Friday and get precisely what you want—or settle for something—and spend less—about $10 to $12 per month. And they are very proud of their frugal expenditures. This is not a video game syndrome—VCRs are here to stay."

McNellis says there has definitely been an impact on the bottom line. "To date, we definitely have experienced a revenue loss. We are not growing incrementally as healthily as we should."

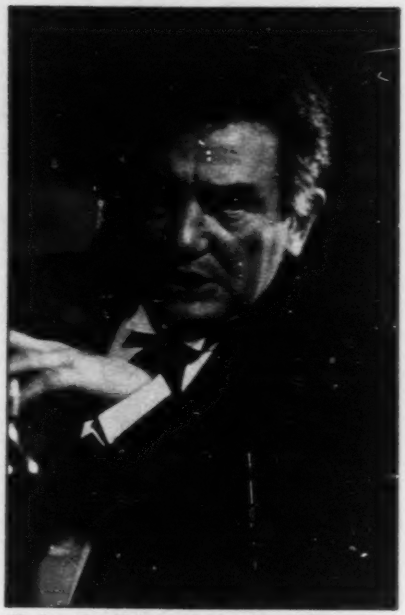
McNellis has a tough market to pene-

(Cont. on page 82)

blockbusters, increasing the number of movie titles and reducing repeats.

Showtime concedes there has been a "softness" in the market, but that more attention to marketing and higher quality, innovative original programming are the best remedies. At the same time, it is moving ahead to create a national pay-per-view network, clearly a response to the competitive advantage of videocassette rental over pay TV.

After just over two years in operation, The Disney Channel reports an increase of 300,000 subscribers since the first of the year, bringing the total to 1.8 million. Disney has the advantage of not having a direct competitor in its genre; plus, it is priced at the lower-end of the spectrum at $6 to $8 to the subscribers.



'Under the Volcano,' starring Albert Finney, is showing on Cinemax in June.

Jim Jimirro, president of The Disney Channel, says unlike HBO or Showtime, Disney is protected against exposure in the videocassette rental market by the fact it controls its own creative product, as well as the distribution of it.

Although operators complain about churn with Playboy, the company says it is adding subscribers with 790,000 in April, compared to 700,000 a year ago.

Two contenders that stand to gain by being priced lower than the leaders at this time are Bravo and American Movie Classics. The product of a partnership between Cablevision Systems, CBS, Cox Communications and Daniels & Associates, the two are packaged under the name Rainbow Services.

Since 1980, Bravo has collected a total of 335,000 subscribers in 221 systems, says a company spokesperson. AMC serves 235,000 subscribers in 100 systems. Bravo consists of performing arts and international films, while AMC features vintage movies. The owners hope to gain a larger following by pushing the family-oriented nature of the programming and the fact that viewers are unlikely to see the same features on Showtime or HBO.

More choices

Opinions vary all over the lot as to whether the rental mode is cutting deeply, if at all, into ranks of pay TV subscribers. But you don't need a research study to recognize that cassettes have the following advantages that pay TV does not: 1) Recent releases are available on cassette six to nine months before they are shown on pay TV; 2) A viewer can select one title only; 3) Cassettes can be watched on the viewers schedule, stopped and started on a whim.

True, you have to go through the hassle of getting to the store and checking it out. There's a good chance the title that everybody wants won't be there. But the price of three rental movies today is roughly equivalent to the price of a pay channel.

The resolution of these conflicting considerations in the minds of cable subscribers who own VCRs is a topic which the most daring thinkers find easy to resist. In the long run, the solution to that equation will determine the course of events.

Operators who are investing in pay-per-view justify the expense as a means of competing with rentals and a way of fighting pay TV erosion. Those who reject pay-per-view schemes tend to believe rentals have a negligible impact on pay TV subs and look to marketing and content improvement for growth.

One analyst who has followed pay TV for many years is Tony Hoffman, director of corporate finance of Cralin & Co. Hoffman sums up HBO's problem this way: "Now that they are where they are, the strategy (they started with) is coming back to bite them."

A plethora of choices is a bonafide selling point for a couple of years after launch time. Says Hoffman: "The problem is after two or three years as a cable subscriber, you have seen the inventory of films and are now reduced to looking through the guide for something new you want to see in the very short list of new movies coming on that month. That's a limited list. Maybe six or eight films and a couple of specials. Not everybody wants to see every film. The only portion people are interested in is about one-half to a third. Yet, you are still spending the same amount of money or more—as when you started out. Now the cost-benefit analysis shifts rather dramatically. . . People are saying 'I don't need Home Box Office when I can get the movies sooner and cheaper through cassette rentals.' "

Hoffman does not conclude the balance of power will shift to the pay TV alternatives, rentals and pay-per-view, but that the revenues will be divided differently. "One thing is not going to displace the other," he says.

Add-on income

Frank Biondi, formerly chairman and CEO of HBO, takes an accommodating view of the future of pay television in his new role as executive vice president, entertainment business sector of Coca Cola Inc., the parent of Columbia Pictures. Biondi enthusiastically promotes pay-per-view, but he objects to the theory that pay-per-view will succeed at the expense of pay TV.

He answers the question on videocassette rentals by saying, "Clearly, people are using their VCRs, particularly on Saturday nights, which are big pay TV nights. It's the same product as pay in an earlier window. You can make the argument that at least some portion of the subscriber universe finds it as convenient, if not more so, than a subscription service. Logically, it just presents more competition. . . I think the basic channels present more competition. They're just better than they were five years ago. . . The longer it takes the industry to build the next 20 million homes, the more likely it is that the next 20 million VCRs will wind up in those unbuilt homes. And those, I would argue in theory are tougher sells for pay TV."

The movie studios endorse pay-per-view because it returns a bigger split than rentals. They have a vested interest in seeing it succeed, and they are not likely to rearrange the distribution sequence to give pay networks the window immediately following theatrical run, Biondi says. "The combination of pay and home video is a lot bigger than pay was three years ago."

He argues that operators should embrace the pay-per-view alternative, saying the income would not simply detract from pay TV, but represent *add-on* income. In that he is in agreement with analysts who say there is a segment of the audience that will pay a premium to be the first—like Tony Hoffman's "super consumers."

Old goods

What is happening to pay TV is not unlike what happened to the broadcast networks when pay TV started coming on strong, says Paul Bortz, managing director of Browne, Bortz and Coddington, a Denver consulting firm. He sees more price reductions in store for pay

(Cont. on page 90)

Weekly viewing in all cable households

	Total Day 1st Qtr 1983 Hrs: Mins/share		1st Qtr 1984 Hrs: Mins/share		1st Qtr 1985 Hrs: Mins/share		% Change 1984 vs. 1985	% Change 1983 vs. 1985
Cable Services								
Satellite networks	5:14	9	7:13	12	8:25	14	+16.5	+60.8
Superstations	4:15	8	4:49	8	5:12	9	+7.8	+22.2
Total Ad-supported cable	9:29	17	12:02	20	13:37	23	+13.1	+43.5
Pay services	5:59	11	5:56	10	5:59	10	+1.0	0
Broadcast services								
Network affiliates	35:17	63	35:40	60	33:14	57	−6.8	−5.8
Independents	7:25	13	7:57	13	7:32	13	−5.2	+1.5
Public	1:46	3	1:43	3	1:53	3	+9.7	+6.0
Total usage	56:23		59:38		58:27		−2.0	+3.7

Note: Minutes do not sum to total usage due to multi-set households
Source: A.C. Nielsen
Prepared by Cabletelevision Advertising Bureau

(Cont. from page 80)

channels and concludes pay-per-view is the best defense against continued erosion prompted by VCR use.

"Five years ago, pay TV movies were new goods. The first time you had a chance to see it outside the theater (was on pay TV) and the networks had to move away quickly from movies because they were showing old goods that simply don't draw. Now the pay channels are old goods for homes that have VCRs.

"The studios have to recognize they are selling a less valuable product and the HBOs have to recognize it's a less valuable product for the cable operator and the cable operators therefore are selling a less valuable product to the subscriber. And therefore, the only solution for what I now call the second-run movie services is to substantially reduce the cost—it's old goods."

Bortz has little faith that original programming will bring in droves of viewers.

Bortz thinks pay-to basic ratios will settle out at 1.3 or even lower, if discounts don't stem the drain. He says pay-per-view, has a good chance to recoup the difference, though it's bound to have some negative effect on the other pay services. "The question is how much."

He doesn't expect the pay services to look a lot different in the future than they do now, but they'll be a lot less expensive."

In-between solution

Mark Riely, a media analyst with F. Eberstadt, New York, concurs with the theory that pay TV prices climbed beyond the limit of what the market will bear because operators were stymied by regulation from raising the rates on basic.

He agrees with Bortz that pay channels will come down in price. The VCR boom, says Riely, "has had an impact, but not a serious impact." The future presents plenty of opportunity, Riely says, for low- to mid-priced alternatives like Bravo, Cinemax and American Movie Classics.

While pay-per-view and rentals will become the vehicles for recent releases, where is a niche for the movie-based pay channel for the viewer segment willing to wait a few months, Riely says. The trick is to position pay TV somewhere between pay-per-view and the commercial networks.

Riely envisions a "continuum of demand" and several layers of pricing. "It will be a graceful evolution," he says, theorizing the pie will get bigger as choices expand.

Because VCR penetration has not reached its peak, observers disagree on the ultimate impact videocassette rentals will have on pay TV subscriptions.

A Showtime-sponsored study released in February showed that compared to non-VCR owners, VCR owners were more likely to subscribe to one or more pay TV channels and were less likely to disconnect.

A study by the Yankee Group showed that more VCR owners subscribed to pay (71 percent) than did the general population of cable subscribers (54 percent).

But that could change as VCR ownership proliferates and there is still a lot of room to grow. The Yankee Group estimates the nationwide VCR penetration is 25 to 28 percent of television households or nearly 20 million homes to date. The Yankee Group estimates some 53 million will be installed by 1988.

Yankee Group analyst Donna Amrhein says more recent research indicates—inconclusively—a slight negative effect on pay TV. "Viewership hours have not gone down," she says, "but the mix is changing in favor of more viewing of pre-recorded videocassettes."

Amrhein concludes the VCR is a positive incentive to take pay channel, if the user is a basic-only subscriber. But if the VCR owner is a multipay subscriber, the tendency is to downgrade. Stiff competition in video rentals is prompting a price war that makes renting deceptively attractive. The margins are so low, it won't go on forever, Amrhein says.

John Borden, director of research of the Yankee Group, says the pay networks' "rather desperate search for a pay-per-view" scheme is evidence of the impact of the early-window advantage in videocassette rentals.

"If it was movies with commercials (before VCRs)," Borden says, "now it's without commercials." Borden speculates pay-per-view may become the new commercial-free alternative. Pay TV may be forced to find an in-between solution—including accepting subdued commercial messages, like institutional ads, and "grant-from" announcements.

Borden remains unconvinced that pay-per-view is the cable operators' panacea. Given the advantages of videocassette rentals in terms of selection, scheduling and flexibility, he wouldn't give pay-per-view better than a 50-50 shot of replacing any of the incremental revenue captured by home video—unless the pay-per-view window were moved ahead of rental video.

The future of pay television rests on the outcome of trends that are still developing. Exploring the trends brings up even more questions to be answered: True, consumers have responded to the opportunity afforded by the VCR, but is it a temporary diversion—not a replacement for the 24-hour movie channel? To what extent, if any, will pay-per-view cut into the ranks of pay TV subscribers? Can pay TV recreate itself month after month with "must-see" specials, series and movies that clinch viewer loyalty. Is there room for everybody to prosper in the context of consumers' insatiable appetite for video—or has the industry hit the limit?

The only sure thing is the pay-channel format is in the company today of a band of competitive outlets, the dimensions of which were insignificant few years ago. How the industry responds may be its biggest challenge yet. ■

CABLE STATS

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	182	2,955,000
Arts & Entertainment	2,000	12,500,000
Black Entertainment Television (BET)	432	9,033,719
Cable News Network (CNN)	7,780	32,262,000
CNN Headline News	2,403	16,284,000
C-SPAN	1,900	21,000,000
CBN Cable Network	5,551	28,017,000
Country Music Television	314	4,900,000
ESPN	9,900	35,700,000
Eternal Word Television Network(EWTN)	232	2,400,000
Financial News Network (FNN)	1,050	18,100,000
The Learning Channel	661	5,735,700
Lifetime	2,400	24,900,000
Modern Satellite Network (MSN)	51	10,550,000
Music Television (MTV)	3,100	26,200,000
The Nashville Network	2,250	22,160,000
National Christian Network (NCN)	91	1,333,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	3,800	24,900,000
PTL The Inspirational Network	1,200	13,000,000
Satellite Program Network (SPN)	525	11,800,000
Silent Network	242	7,200,000
SIN Television Network†	348	29,405,100
Trinity Broadcasting Network	409	5,772,000
USA Network	4,200	29,700,000
Video Hits One	423	5,500,000
The Weather Channel	1,630	17,000,000
WGN-TV	6,515	15,714,000
WOR-TV	1,378	5,231,220
WPIX-TV	152	1,385,000
WTBS-TV	8,656	33,111,000

Pay services		
American Extasy	4	40,000
American Movie Classics	90	235,000
Bravo	210	335,000
Cinemax	3,200	3,333,000
The Disney Channel	2,300	1,800,000
GalaVision	230	160,000
Home Box Office (HBO)	6,900	14,500,000
Home Theater Network (HTN)	400	300,000
Showtime	3,200	5,400,000
The Movie Channel	2,900	3,200,000
The Nostalgia Channel	55	175,000
The Playboy Channel	550	800,000

Audio services		
Cable Radio Network	5	300,000
Lifestyle	125	2,400,000
Moody Bible Institute	47	600,639
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo	3	146
WFMT Chicago	158	1,041,000

Text services		
AP News Cable	350	4,000,000
AP News Plus	6	145,000
Cable Sportstracker	5	275,000
Dow Jones Cable News	170	2,372,784
Electronic Program Guide (EPG)	235	4,484,000
Genesis Storytime	20	630,000
Reuters News View	325	3,250,000
TV Decisions	106	2,826,401
UPI Data Cable	450	4,000,000

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	6	4,655
Nippon Golden Network	7	8,400
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	13	460,000
The Ecumenical Channel	6	148,000
KTVT	46	1,074,000
Life Newsvision	24	36,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	1	116,000
Newsday Cable	1	240,019
Texas Cable Network	12	730,000

Pay services		
Dodgervision	28	NA
Home Sports Entertainment—Houston/Dallas	78	130,000
Home Team Sports	47	83,000
New England Sports Network	72	53,279
PRISM-Philadelphia	88	375,000
Pro-Am Sports	84	102,000
The Superchannel	NA	NA
SportsChannel (New England)	63	95,000
SportsChannel (New York)	45	400,000
SportsVision (Chicago)	22	105,000
Z-Channel	21	95,000

Announced services

Regional services	Expected Launch
Box Seat	2nd quarter 1985

Satellite-fed services	
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cabletix	TBA
The Choice Channel	11/85
The Discovery Channel	6/85
Discovery Computer Network	9/85
Discovery Financial Network	9/85
Discovery Music Network	6/85
El Canal Musical	4th quarter 1985
Ethnic Radio Networks	2nd quarter 1985
The Exchange	4th quarter 1985
Home Shopping Network	7/85
International Business Network	3rd quarter 1985
Magicable	TBA
Movie Time	9/85
Satellite Concert Network	TBA
Studioline Cable Stereo	6/85
United Satellite Network	3rd quarter 1985
X*Press	6/85

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.
NA denotes not available.
TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 3,860,500.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,660,938	(3/85)
2.	American Television and Communications Corp.	2,500,000	(2/85)
3.	Group W Cable	2,093,794	(3/85)
4.	Cox Cable Communications	1,521,667	(3/85)
5.	Storer Cable Communications	1,500,000	(3/85)
6.	Warner Amex Cable Communications, Inc.	1,204,000	(3/85)
7.	Continental Cablevision	1,033,000	(4/85)
8.	Times Mirror Cable Television, Inc.	978,340	(3/85)
9.	Newhouse Broadcasting	910,190	(4/85)
10.	United Cable Television	806,000	(3/85)
11.	Viacom Cablevision	800,000	(4/85)
12.	UA Cablesystems Corp	713,000	(4/85)
13.	Sammons Communications, Inc	659,716	(4/85)
14.	Cablevision Systems Development Co.	596,799	(3/85)
15.	Rogers Cablesystems, Inc	589,357	(4/85)
16.	Comcast Cable Communications	481,000	(3/85)
17.	Jones Intercable Inc.	473,337	(4/85)
18.	Telecable Corp	453,094	(3/85)
19.	Heritage Communications, Inc	447,192	(3/85)
20.	McCaw Communications	382,000	(3/85)
21.	Capital Cities Cable, Inc	375,000	(4/85)
22.	Wometco Cable TV, Inc.	301,009	(4/85)
23.	Prime Cable Corporation	292,405	(3/85)
24.	Daniels & Associates	287,457	(3/85)
25.	Centel Cable Television Company	281,155	(4/85)
26.	TCA Group	270,611	(3/85)
27.	Multimedia Cablevision, Inc	268,397	(3/85)
28.	American Cablesystems Corporation	258,800	(4/85)
29.	Cable Vision Industries	256,342	(3/85)
30.	MacLean Hunter Cable TV Ltd	244,606	(3/85)
31.	Scripps-Howard	234,742	(3/85)
32.	TeleScripps	219,714	(3/85)
33.	Colony Communications, Inc	213,601	(3/85)
34.	Tribune Cable Communications	198,020	(4/85)
35.	Rollins Cableview, Inc	194,389	(3/85)
36.	Adelphia Communications	194,343	(4/85)
37.	Century Communications Corporation	192,023	(8/84)
38.	Service Electric Cable T.V., Inc.	189,500	(4/85)
39.	Communications Service, Inc	179,000	(12/84)
40.	Tele-Media	172,438	(8/84)
41.	TKR Cable	159,000	(3/85)
42.	Western Communications	154,086	(3/85)
43.	Cablentertainment	149,873	(4/85)
44.	Adams-Russell Communications	143,173	(3/85)
45.	Harte-Hanks Communications	140,569	(3/85)
46.	McDonald Group	139,585	(12/84)
47.	Falcon Cable	133,000	(3/85)
48.	Harron Communications Corporation	132,649	(10/84)
49.	Sutton Capital Group	127,098	(3/85)
50.	Buckeye Cablevision	121,000	(2/85)
51.	Midwest Video Corporation	118,102	(12/84)
52.	Harris Cable Corporation	117,827	(3/85)
53.	Televents, Inc	111,743	(3/85)
54.	Lenfest Group	111,388	(3/85)
55.	Armstrong Utilities	110,988	(3/85)
56.	Greater Media	103,139	(4/85)
57.	Summit Communications, Inc.	97,787	(3/85)
58.	Communications Systems, Inc	94,655	(4/84)
59.	Multi-Channel TV Company	93,657	(3/85)
60.	Cencom Cable Associates, Inc	91,587	(4/85)
61.	Perry Cable TV Corporation	86,621	(3/85)
62.	U.S. Cable Corporation	85,000	(3/85)
63.	King Videocable Company	84,929	(3/85)
64.	McClatchy Newspapers	83,183	(3/85)
65.	The Essex Group	81,659	(3/85)
66.	WEHCO Video, Inc.	80,199	(3/85)
67.	Cable Management Associates, Inc.	77,030	(3/85)
68.	Palmer Communications, Inc.	76,423	(3/85)
69.	Midcontinent Cable Systems Company	73,887	(3/85)
70.	Omega Communications	73,677	(3/85)
71.	Booth Communications Company	71,364	(3/85)
72.	Susquehanna Broadcasting	69,751	(3/85)
73.	Pencor Services, Inc	67,133	(3/85)
74.	Sonic Cable T.V.	63,930	(8/84)
75.	Acton Corporation	63,274	(1/85)
76.	Media General Inc.	61,037	(3/85)
77.	Clear T.V. Cable Associates, Ltd	59,488	(4/85)
78.	Selkirk Communications	58,823	(4/85)
79.	Marsh Media	56,745	(3/85)
80.	Omni Cable T.V. Corporation	56,718	(3/85)
81.	Coaxial Communications	55,471	(3/85)
82.	Helicon Corporation	55,000	(4/85)
83.	The Daily Press	53,000	(3/85)
84.	National Telecommunications Corporation	51,300	(12/84)
85.	United Video Management	49,444	(3/85)
86.	Masada Corporation	48,700	(3/85)
87.	Wisconsin Cablevision and Radio Co., Inc.	48,670	(3/85)
88.	Simmons Communications	48,386	(3/85)
89.	First Carolina Communications, Inc.	48,384	(3/85)
90.	Communicom	47,694	(1/85)
91.	Bresnan Communications	44,664	(3/85)
92.	Joseph Gans Cable T.V.	43,838	(3/85)
93.	Chambers Communications Corporation	43,303	(3/85)
94.	Whitney Communications Corporation	42,805	(3/85)
95.	Matrix Enterprises	42,606	(3/85)
96.	Northland Communications Corporation	42,500	(4/85)
97.	Donrey Cablevision	41,586	(3/85)
98.	Dowden Communications	40,252	(3/85)
99.	Cable Holdings Inc.	40,200	(4/85)
100.	New England Cabelvision	38,061	(3/85)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	256,415	(3/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	238,950	(3/85)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
5.	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6.	Houston, TX	Warner Amex	185,000	(3/85)
7.	East Orange, NJ	MacLean Hunter	172,246	(3/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10.	Tulsa, OK	United Cable	134,989	(4/85)
11.	Cincinnati, OH	Warner Amex	133,000	(3/85)
12.	Englewood, CO	United Cable	125,406	(3/85)
13.	Audubon, NJ	New York Times	123,134	(4/85)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,642	(3/85)
16.	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17.	Erie County, NY	Prime Cable	114,908	(4/85)
18.	Tidewater (Norfolk), VA	Cox Cable	113,888	(3/85)
19.	San Jose, CA	Gill Industries	106,724	(4/85)
20.	Memphis, TN	ATC	106,300	(12/84)
21.	Jacksonville, FL	Continental	106,000	(3/85)
22.	Austin, TX	ATC	102,500	(12/84)
23.	Seattle, WA	Group W	101,844	(3/85)
24.	Charlotte, NC	ATC	101,700	(12/84)
25.	San Juan, PR	Harris Cable	101,411	(3/85)
26.	Toledo, OH	Buckeye Cablevision	100,233	(4/85)
27.	Central Islip (Long Island), NY	Viacom	99,838	(3/85)
28.	Manhattan, NY	Group W	99,341	(3/85)
29.	Jefferson Parish, Kenner, LA	Cox Cable	93,666	(3/85)
30.	San Diego, CA	ATC	92,100	(12/84)
31.	San Francisco, CA	Viacom	89,000	(4/85)
32.	Warren, NJ	TKR	88,470	(3/85)
33.	Los Angeles, CA	Falcon Communications	88,137	(2/85)
34.	Wilmington, DE	Rollins Cableview	86,432	(3/85)
35.	Grand Rapids, MI	UA Cablesystems	86,000	(4/85)
36.	Seattle, WA	Viacom	85,000	(4/85)
37.	Wichita, KS	Multimedia Cablevision	83,985	(3/85)
38.	Jackson, MS	ATC	80,700	(12/84)
39.	Dallas, TX	Warner Amex	80,000	(3/85)
40.	Pompano Beach, FL	American Cablesystems	77,700	(4/85)
41.	Pittsburgh, PA	TCI	77,541	(4/85)
42.	Broward County, FL	Storer	76,000	(3/85)
43.	Phoenix, AZ	Times Mirror	75,638	(3/85)
44.	Boston, MA	Cablevision	75,324	(3/85)
45.	Baton Rouge, LA	Daniels & Associates	74,820	(3/85)
46.	Clearwater, FL	Vision Cable	74,500	(4/85)
47.	New Orleans, LA	Cox Cable	73,766	(3/85)
48.	Indianapolis, IN	Indianapolis Cablevision	72,496	(4/85)
49.	Tacoma, WA	Cable TV of Puget Sound	72,044	(4/85)
50.	Flint, MI	Comcast	72,000	(3/85)
51.	Richmond/Henrico County, VA	Continental	70,700	(3/85)
52.	South Texas, TX	Heritage	70,130	(3/85)
53.	Greensboro, NC	ATC	69,200	(12/84)
54.	Jefferson County, KY	Storer	69,000	(3/85)
55.	Cleveland Heights, OH	Viacom	69,000	(4/85)
56.	South Bend, IN	Heritage	68,347	(3/85)
57.	Santa Monica, CA	Group W	67,863	(3/85)
58.	Louisville, KY	Times Mirror	67,855	(3/85)
59.	Omaha, NE	Cox Cable	66,592	(3/85)
60.	Raleigh, NC	ATC	65,800	(12/84)
61.	Nashville, TN	Viacom	65,000	(4/85)
62.	Kansas City, MO	ATC	64,800	(12/84)
63.	Columbus, OH	Warner Amex	64,679	(3/85)
64.	St. Petersburg, FL	Group W	63,802	(3/85)
65.	Akron, OH	Warner Amex	63,562	(3/85)
66.	Buffalo, NY	TCI	63,220	(11/84)
67.	Boston Complex (Malden), MA	Warner Amex	63,180	(3/85)
68.	Worcester (Leicester), MA	Greater Media	63,073	(3/85)
69.	Oklahoma City, OK	Cox Cable	62,726	(3/85)
70.	Syracuse (suburbs), NY	NewChannels Corp.	62,463	(4/85)
71.	Fayetteville, NC	ATC	62,100	(12/84)
72.	Allentown, PA	Service Electric	62,000	(4/85)
73.	El Paso, TX	Group W	61,483	(3/85)
74.	Hartford, CT	Times Mirror	61,440	(3/85)
75.	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,285	(3/85)
76.	Madison, WI	TCI	61,257	(4/85)
77.	Monterey, CA	Western Communications	60,656	(3/85)
78.	Santa Barbara, CA	Cox Cable	60,616	(3/85)
79.	Mt. Prospect, IL	Cablenet	60,000	(3/85)
80.	Sarasota, FL	Storer	60,000	(3/85)
81.	Birmingham, AL	ATC	59,400	(12/84)
82.	Snohomish County, WA	Viacom	59,000	(4/85)
83.	Ft. Worth, TX	Sammons	59,000	(4/85)
84.	Harrisburg, PA	Sammons	58,647	(4/85)
85.	Bridgeport, CT	Cablevision Systems/ Scripps Howard	58,525	(3/85)
86.	Las Vegas, NV	Times Mirror	58,402	(3/85)
87.	New Britain, CT	United Cable	58,282	(12/84)
88.	New Haven, CT	Storer Scripps-Howard	58,000	(3/85)
89.	Des Moines, IA	Heritage	57,918	(3/85)
90.	Indianapolis, IN	ATC	57,100	(12/84)
91.	West Palm Beach, Fla.	Group W	57,087	(3/85)
92.	Stamford (Fairfield), CT	Cablevision Systems Development	56,321	(3/85)
93.	Knoxville, TN	TCI	56,303	(1/85)
94.	Albany, GA	Storer	56,000	(3/85)
95.	Binghamton, NY	NewChannels Corp.	55,687	(4/85)
96.	Shreveport, LA	ATC	55,500	(12/84)
97.	Knoxville, TN	TeleScripps	55,500	(4/85)
98.	Columbus, OH	Coaxial Communications	55,451	(3/85)
99.	Chattanooga, TN	TeleScripps	55,284	(3/85)
100.	Westchester County (New Rochelle), NY	UA Cablesystems	55,000	(4/85)

C4722-2

- NCTA '85
- Little study sees $7.7-billion 5-year surge
- Pay-per-view commitment and confusion
- Acquisition frenzy hits cable industry

Scrambling: The heat is on

CableVision™

The news and features weekly of the cable television industry

June 10, 1985

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Liberation '85

Cable show launches new era

CableVision

Leading the week 11-37

About the cover

Trygve Myhren, chairman and CEO of American Television and Communications Corp., addresses the opening session of the 34th annual National Cable Television Association Convention last week in Las Vegas.

Bright outlook

A study launched the NCTA convention on a bright note last week, predicting that over the next five years, the industry will nearly double revenues, triple profits and transform from a net cash user to a net generator.

NCTA scrambling study

Scrambling of cable programming services caught the cable industry spotlight at the NCTA convention last week. An NCTA-commissioned study forecasting revenue increases for the industry further heightened the current interest in scrambling.

PPV hot topic at show

Pay-per-view drives much of the talk at marketing sessions, new conferences and on the convention floor at this year's National Cable Television Association convention.

PPV network

Showtime/The Movie Channel will launch a national satellite pay-per-view network sometime in August. To start with, the new venture will provide a title per week on a single channel.

Playboy "Private Ticket"

The Playboy Channel is scheduled to debut a satellite fed, pay-per-view network titled "Playboy Private Ticket" on July 1.

PPV hardware

In response to the demand for economical means of implementing pay-per-view programs in one-way addressable systems, suppliers at the national show exhibited a variety of alternatives.

New era ahead

Fueled by the promise of deregulation and improved financial performance, the cable industry has embarked on a new era of acquisition and consolidation that will change the lineup of top players.

Sale more likely

A collapse in negotiations between Warner Communications and its largest shareholder, Chris-Craft Industries, has made the sale of Warner Amex even more likely.

Changes in attitude

Cable non-subscribers showed "significant" changes in attitude toward cable television as a result of the Council for Cable Information's industry advertising campaign.

Consumer electronics issue

NCTA convention panelists deal with consumer electronics concluding that the cable industry risks a major customer relations crisis if immediate steps are not taken to develop a product that interfaces cable with VCRs and other consumer electronics devices.

Disney Channel video programs

Two videocassette compilations of original Disney Channel programs will be released for home video distribution this fall.

McGraw Hill hops on X*Press

McGraw Hill, one of the nation's largest communications conglomerates, assumed a major cable presence for the first time last week by acquiring one-third equity interest and an editorial overseer role in X*Press.

Money-makers

VCRs, classified ads, stereo service and joint venturing with a newspaper. These are some of the creative endeavors available to enterprising cable operators.

Congressional panels

A number of Congressional panels faced issues from must-carry and copyright reform to cable's role as a First Amendment speaker at the NCTA convention. The discussions underscored the degree to which the lines are blurring between many of the issues.

Suburban honored

Suburban Cablevision received four 1985 local programming Awards for Cablecasting Excellence in the National Academy of Cable Programming competition last week.

NCTA 1985 convention

Opinions on the cable industry's deregulatory outlook were offered at the National Cable Television Association's opening convention session in Las Vegas June 3.

Review 40

Bravo's upcoming documentary on the great conductor Walfredo Toscanini, is a stirring portrait of the heroic artist. According to Robert DiMatteo, *Toscanini: The Maestro*, is a graceful tribute to an uncommon man.

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CABLE STATS

Franchising calendar

This chart examines the franchise status of communities since May 1985.

California

Chino—reviewing proposals from Cable TV West, Masada Corp., Marsh Media, DCA Cable and BuenaVision. (12,000 homes).
Claremont—RFPs with consultants. Bids received from Masada Corp. and Daniels & Associates. (9,800 homes)
East Yolo—reviewing applications from Sonic Cable, Yolo Cable TV, Yolo Cable Communications Co. and Pacific Federal Communications (10,000 homes).
La Puente—award to United Cable 11/28/84 (8,600 homes).
Los Altos—award to United Cable 12/84 (9,000 homes).
Palo Alto—negotiating with Cable Communications Co-op of Palo Alto and City Cable Partners Inc. (23,000 homes).
Rosemead—award to Falcon Communications 2/26/85 (14,000 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).
Yorba Linda—deadline extended for statements of interest (12,000 homes).

Delaware

Wilmington—negotiating with Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois

Chicago—Area I award to Communications and Cable (300,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).
Naperville—award to Rite Cable Co. of Illinois Limited. Rite Cable of Illinois also awarded unincorporated areas of DuPage County. (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—survey showed interest in cable insufficient to warrant franchise.
Woodbridge—terminated franchising process (260 homes).

Kentucky

Fulton—award to TCI 12/13/84 (2,400 homes).
Loretto—terminated franchise process.

Maryland

Baltimore—award to United Cable 12/19/84 (302,000 homes).

Massachusetts

Belchertown—negotiating with Clearview Cablevision.
Belmont—accepting proposals. (2,760 homes).
Berkley, Dighton, Freetown—award to Continental Cablevision.
Boxborough—award to Nashoba 1/7/85 (3,100 homes).
Cambridge—award to American Cable Systems of Cambridge 3/22/85 (43,000 homes).
Danvers—award to Nashoba 1/85 (8,600 homes).
East Bridgewater—award to Continental Cable 12/3/84 (2,500 homes).
Groton—award to United Video 2/25.
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—short franchise process re-initiated.
Marblehead—award to Continental Cable 12/84.
Medfield—provisional license to Massachusetts Cablevision 2/85 (3,400 homes).
Mendon—award to Massachusetts Cablevision Systems 1/7 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—accepting proposals. (1,433 homes).
Sandwich—award to Campbell Communications (5,000 homes).
Seekonk—Seekonk Cable appealed selectman's decision to award Massachusetts Cable. Hearing held 3/26/85. awaiting final decision. (6,000 homes).
Shirley—provisional license granted to Nashoba Communications 10/84. (1,827 homes).
Southborough—provisional license to Greater Worcester Cablevision (2,000 homes).
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84. Final license should be signed in mid-June 1985 (1,600 homes).
Townsend—reviewing proposals from United Video Cablevision and Nashoba Communications. (2,306 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Almont—award to Michigan Cable 11/84.
Atlas—award to Michigan Cable 8/84.
Brandon—award to Michigan Cable 11/84.
Brown City—award to Pioneer Cablevision.
Cedar Creek—award to Horizon Cable 7/84.
Dalton—award to Horizon Cable 7/84.
Goodrich—award to Michigan Cable 9/84.
Lake Orion, Orion Twp—final award to Tribune-United 12/27/84 (7,800 homes).
North Branch—award to Michigan Cable 8/84.
Thortonville—award to Michigan Cable.
Waconia—award to Westel 12/18/84 (1,024 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dow-Sat of Minnesota 11/84 (973 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Bird Island—award to North American Communications Corp. 10/84 (566 homes).
Cannon Falls—award to North American Cable Communications Corp. (1,060 homes).
Credit River—award to North American Communications Corp. 10/84 (880 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—award to Individual Satellite Systems 11/84 (400 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).
Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kandiyohi—award to Kavanaugh Cable Co. 4/1/85 (200 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—award to Dow-Sat of Minnesota (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—award to Dow-Sat of Minnesota (481 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).
Murdock—award to Kavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).

Pennock—award to Kavanaugh Cable Co. 4/11/85 (175 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—preliminary award to North American Cable Communications 4/85 (1,272 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—award to Westel 12/18/84 (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Keene—renewed franchise with Group W including a rebuild and rate increase (19,360 homes).
Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Sandown—reviewing applications from Continental Cablevision (800 homes).

New Jersey

Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—reviewing proposals from Marsh Media, Greater Media, Patterson Communications Network, Patterson Cable Services and U.S. Cable and TCI (55,000 homes).

New York

Mt. Upton—terminated franchise process.
North Salem—award to Community Cable Services 12/84 (1,100 homes).
Portland—cable committee formed to begin franchise process. Tribune Cable, Harborview and U.S. Cable sent letters expressing interest (150 homes).

North Carolina

Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/84 (2,000 homes).
Cleveland—evaluating bids from Royal American Group, Greater Cleveland Cable TV Associates and Northcoast Cable.
Oberlin—preliminary award to Oberlin Cable Co-op 6/6/84 (2,600 homes).

Oregon

Dunthorpe—no response to RFP.
Seattle—city is divided into four parts; Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.
Sylvan—awaiting legal opinion needed for commission to vote on Sylvan Video Cable (1,200 homes).

Pennsylvania

Philadelphia—city is divided into four areas; Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island

Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—Bellevue Cablevision Inc. awarded franchise. Scheduled to launch in June 1985. (29,500 homes).
Superior Court and Rhode Island Supreme Court (29,500 homes).

Virginia

Manassas—reviewing proposals from Cablevision of Manassas Ltd., Teleset Communications Inc., C4 Media of Manassas Ltd. and City of Manassas Cable (5,510 homes).

Washington

Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP, outer boroughs 8-FG
2.	Los Angeles	City is divided into 14 areas (A-n): 11-OP, 3-UC
3.	Chicago	City is divided into five areas: Area I-FG, Areas II, III-OP, Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP). Tacoma-OP
15.	Minneapolis/St. Paul	OP/UC
16.	Atlanta	OP
17.	St. Louis	UC/FG
18.	Tampa/St. Petersburg	OP/OP
19	Denver	OP
20.	Baltimore	FG
21.	Sacramento/Stockton	OP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	OP
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34.	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.

C4722-2

- W-A in battle to block telco's MMDS plans in Milwaukee
- Nielsen says cable penetration of all TV households tops 45 percent
- American Express endorses TCI/ATC bid for MSO
- Cox wins deregulation suit in San Diego

CATA Show: Focus on scrambling

CableVision™

s and features weekly of the cable television industry

June 17, 1985

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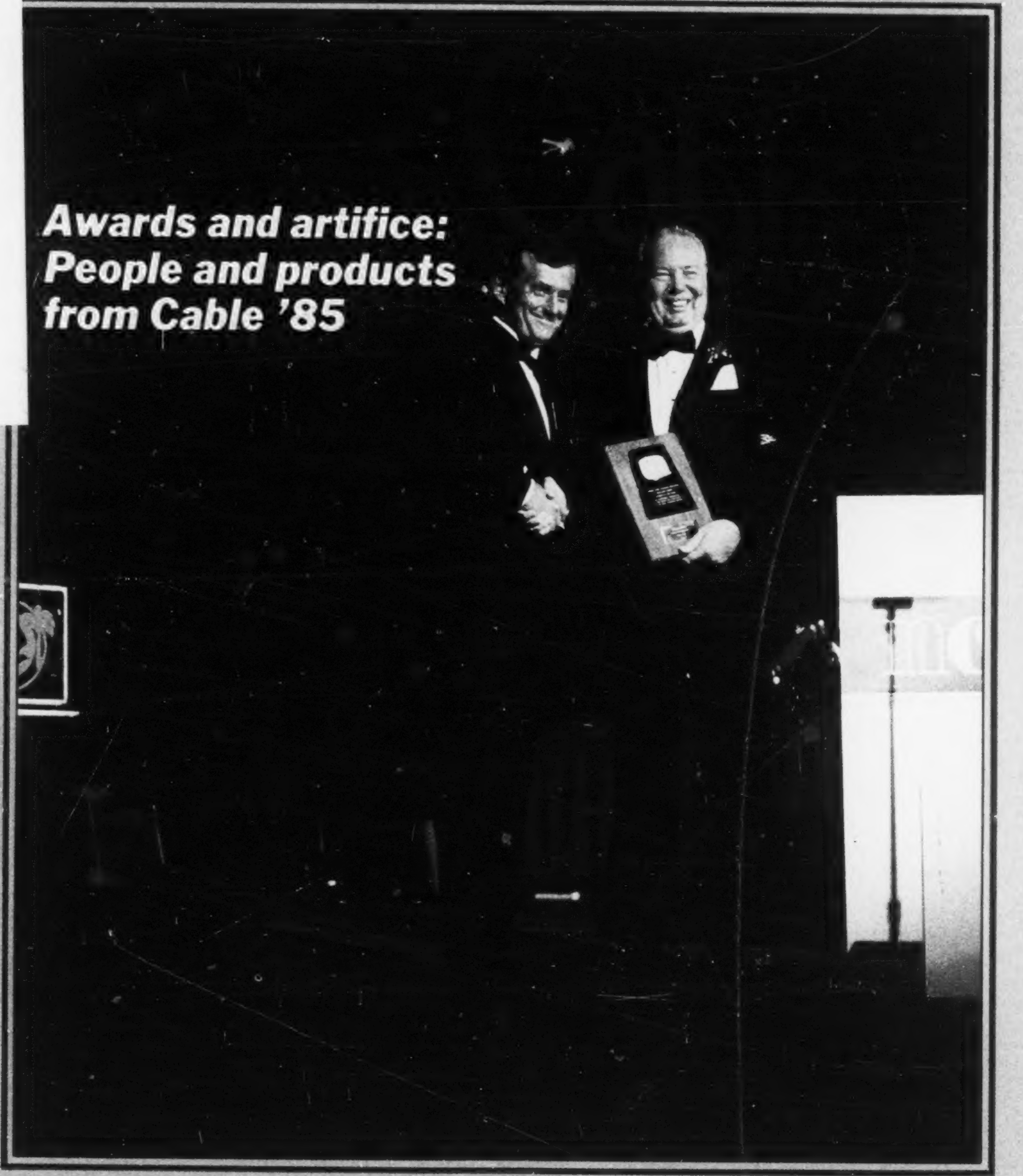


Awards and artifice: People and products from Cable '85

CableVision

Leading the week 11-26

W-A wins restraining order

Warner Amex has won a temporary restraining order blocking Wisconsin Bell's plans to build and maintain an Instructional Television Fixed Service for the Wisconsin Educational Communications Board.

Co-op gaining support

The cable industry appears to be cautiously lining up in support of an industrywide co-operative, driven by the NCTA, which would coordinate scrambling of the cable programming services to eliminate free access to the signals by backyard dish owners.

Penetration climbs

National cable penetration hit 45.3 percent last month—a 7 percent increase from May of last year. According to A.C. Nielsen Co., the estimate represents 38,673,270 cable television households.

Review sought

The Federal Communications Commission has been asked to reconsider portions of its April 11 implementation of the Cable Communications Policy Act of 1984.

End to CRT asked

Rep. Mike Synar has introduced legislation which would eliminate the "disastrous" Copyright Royalty Tribunal. The measure would also freeze existing copyright rates.

Offer increased for W-A

TCI and ATC have upped the cash portion of their bid for Warner Amex Cable to $850 million, and entered into an agreement with American Express that puts new pressure on Warner Communications to make a move.

Texscan to meet payment

The Texscan Corp. will meet its interest payment obligation on its convertible subordinated debentures as scheduled. Last month, the firm's ability to make that $1.7 million payment was called into question.

Showtime/TMC requisition

Showtime/The Movie Channel officials are requesting affiliates register their head-ends with the company to assist in its plans to distribute decoders to unscramble its signal.

Evidentiary hearings

Sen. Thomas Eagleton was expected to introduce a bill which would require the FCC to hold evidentiary hearings on any hostile takeover bid involving a television network.

No interruption

A device for implementing impulse pay-per-view in one-way systems is said to transmit data to and from a remote computer via private phone lines without disturbing incoming or outgoing calls.

Unhappiness in San Diego

Cox Cable San Diego, the nation's largest cable system, has won a battle in state court to deregulate its rates. City officials have indicated they are very unhappy with the decision.

CATA at Opryland

Members of the Community Antenna Television Association gathered at the Opryland Hotel in Nashville this week for their 11th annual meeting and exposition. The main topic of discussion? Scrambling.

Who's on first?

Representatives of the cable and broadcast television industries squared off in Las Vegas during the NCTA convention, each claiming their medium would ultimately prevail in the struggle for rights to major sporting events.

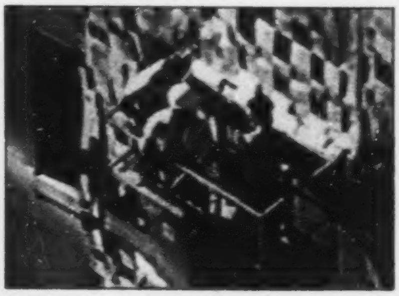
Beverly Hills renewal proposal

Group W Cable, whose franchise for Beverly Hills expires in February, has unveiled its renewal proposal for the influential city. The plan is significant because it is essentially the same proposal Group W will make to Los Angeles in 1987.

Earl V. DeWald

Cover story

National Cable Television Association Chairman Ed Allen gives John Saeman one of two Vanguard awards presented at the NCTA National Awards ceremony at the Las Vegas Hilton during the recent NCTA convention. Susan Greene, senior vice president, corporate affairs at Home Box Office, received the other Vanguard. The annual gathering offered a chance to honor several industry leaders and to introduce operators to new products. The people and products news and photo wrap-up begin on page 14.



Review 28

CableVision reviewer Robert DiMatteo recently helped judge at the National Federation of Local Cable Programmers' 8th Annual Hometown USA Video Festival. The work he saw was "good by any standards." Above is a scene from contestant Randy Visser's entry *Jailhouse Wrap: The Artist's Perspective.*

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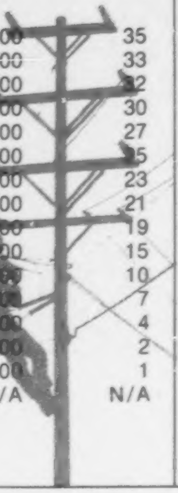
CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,78[illegible],000	10
1979	76,300,000	32,700,000	16,023,000	21	5,34[illegible],000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,46[illegible],000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A



Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984.
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
Arts & Entertainment	24
BET	20
CBN Cable Network	8
Cinemax (West)	23
CSN (Cable Sports Network)	4
C-SPAN	19
Dodgervision	5
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (West)	13
HTN	16
The Learning Channel	16
Lifetime	17
MSN—The information Channel	22
MTV	11
National Jewish Television	18
Nickelodeon	1
PTL	2
Reuter Monitor Service	18
Seeburg/Lifestyle Music	3
Showtime (West)	10
SPN	6
The Learning Channel	16
USA Cable Network	9
(during blackout)	22
Video Hits One	15
The Weather Channel	21

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	10
Biznet	15
Bravo	2
Cable Sports Network	3
Home Sports Entertainment	11
Madison Square Garden	6
National Christian Network	7
New England Sports Network	13
Nickelodeon (West)	4
Odyssey	23
The Playboy Channel	12
The Prime of Life Network	7
The Silent Network	16
SportsVision	9
Trinity Broadcasting Network	17
WPIX	19

Westar III (Western Union)	**Transponder**
CNN	5

Westar IV (Western Union)	**Transponder**
Atlantic City Horse Racing	6
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Public Broadcasting Service	15, 17, 21, 23
Texas State Network	2
Word of Faith Satellite Network	6

Westar V (Western Union)	**Transponder**
Fantasy Unrestricted Network (FUN)	24
Financial News Network	4
The Meadows Racing Network	22
Pro-Am Sports System (PASS)	14
The University Network	2

Comstar D-4 (AT&T/GTE)	**Transponder**
American Extasy	19
Country Music Television (CMTV)	18
KTVT (Dallas)	22
The Nostalgia Channel	19
SelecTV	13

Galaxy I (Hughes)	**Transponder**
CBN Cable Network	11
Cinemax (East)	19
CNN	7
CNN Headline News	8
C-SPAN	13
The Disney Channel (East)	4
(West)	24
EPG	3
ESPN	9
GalaVision	20
HBO (East)	23
Home Team Sports	12
Keyfax National Teletext Magazine	18
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
PTL	17
Showtime (East)	5
SIN	6
WGN	3
WOR-TV	15
WTBS	18

Spacenet I (GTE)	**Transponder**
ACTS	15

Aurora F5 (Alascom)	**Transponder**
Alaska Satellite Television Project	24
Learn/Alaska Television Network	20
NASA Contract Channel	13

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,660,938	(3/85)
2.	American Television and Communications Corp	2,500,000	(2/85)
3.	Group W Cable	2,093,794	(3/85)
4.	Cox Cable Communications	1,521,667	(3/85)
5.	Storer Cable Communications	1,500,000	(3/85)
6.	Warner Amex Cable Communications, Inc	1,204,000	(3/85)
7.	Continental Cablevision	1,033,000	(4/85)
8.	Times Mirror Cable Television, Inc	978,340	(3/85)
9.	Newhouse Broadcasting	910,190	(4/85)
10.	United Cable Television	806,000	(3/85)
11.	Viacom Cablevision	800,000	(4/85)
12.	UA Cablesystems Corp	713,000	(4/85)
13.	Sammons Communications, Inc	659,716	(4/85)
14.	Cablevision Systems Development Co	596,799	(3/85)
15.	Rogers Cablesystems, Inc	589,357	(4/85)
16.	Comcast Cable Communications	481,000	(3/85)
17.	Jones Intercable Inc	473,337	(4/85)
18.	Telecable Corp	453,094	(3/85)
19.	Heritage Communications, Inc	447,192	(3/85)
20.	McCaw Communications	382,000	(3/85)
21.	Capital Cities Cable, Inc	375,000	(4/85)
22.	Wometco Cable TV, Inc	301,009	(4/85)
23.	Centel Cable Television Company	300,000	(4/85)
24.	Prime Cable Corporation	292,405	(3/85)
25.	Daniels & Associates	287,457	(3/85)
26.	TCA Group	270,611	(3/85)
27.	Multimedia Cablevision, Inc	268,397	(3/85)
28.	American Cablesystems Corporation	258,800	(4/85)
29.	Cable Vision Industries	256,342	(3/85)
30.	MacLean Hunter Cable TV Ltd	244,606	(3/85)
31.	Scripps-Howard	234,742	(3/85)
32.	TeleScripps	219,714	(3/85)
33.	Colony Communications, Inc	213,601	(3/85)
34.	Tribune Cable Communications	198,020	(4/85)
35.	Rollins Cableview, Inc	194,389	(3/85)
36.	Adelphia Communications	194,343	(4/85)
37.	Century Communications Corporation	192,023	(8/84)
38.	Service Electric Cable T.V., Inc	189,500	(4/85)
39.	Communications Service, Inc	179,000	(12/84)
40.	Tele-Media	172,438	(8/84)
41.	TKR Cable	159,000	(3/85)
42.	Western Communications	154,086	(3/85)
43.	Cablentertainment	149,873	(4/85)
44.	Adams-Russell Communications	143,173	(3/85)
45.	Harte-Hanks Communications	140,569	(3/85)
46.	McDonald Group	139,585	(12/84)
47.	Falcon Cable	133,000	(3/85)
48.	Harron Communications Corporation	132,649	(10/84)
49.	Sutton Capital Group	127,098	(3/85)
50.	Buckeye Cablevision	121,000	(2/85)
51.	Midwest Video Corporation	118,102	(12/84)
52.	Harris Cable Corporation	117,827	(3/85)
53.	Televents, Inc	111,743	(3/85)
54.	Lenfest Group	111,388	(3/85)
55.	Armstrong Utilities	110,988	(3/85)
56.	Greater Media	103,139	(4/85)
57.	Summit Communications, Inc	97,787	(3/85)
58.	Communications Systems, Inc	94,655	(4/84)
59.	Multi-Channel TV Company	93,657	(3/85)
60.	Cencom Cable Associates, Inc	91,587	(4/85)
61.	Perry Cable TV Corporation	86,621	(3/85)
62.	U.S. Cable Corporation	85,000	(3/85)
63.	King Videocable Company	84,929	(3/85)
64.	McClatchy Newspapers	83,183	(3/85)
65.	The Essex Group	81,659	(3/85)
66.	WEHCO Video, Inc	80,199	(3/85)
67.	Cable Management Associates, Inc	77,030	(3/85)
68.	Palmer Communications, Inc	76,423	(3/85)
69.	Sonic Communications	74,316	(4/85)
70.	Midcontinent Cable Systems Company	73,887	(3/85)
71.	Omega Communications	73,677	(3/85)
72.	Booth Communications Company	71,364	(3/85)
73.	Susquehanna Broadcasting	69,751	(3/85)
74.	Pencor Services Inc	67,133	(3/85)
75.	Acton Corporation	63,274	(1/85)
76.	Media General Inc	61,037	(3/85)
77.	Clear T.V. Cable Associates, Ltd	59,488	(4/85)
78.	Selkirk Communications	58,823	(4/85)
79.	Marsh Media	56,745	(3/85)
80.	Omni Cable T.V. Corporation	56,718	(3/85)
81.	Coaxial Communications	55,471	(3/85)
82.	Helicon Corporation	55,000	(4/85)
83.	The Daily Press	53,000	(3/85)
84.	National Telecommunications Corporation	51,300	(12/84)
85.	United Video Management	49,444	(3/85)
86.	Masada Corporation	48,700	(3/85)
87.	Wisconsin Cablevision and Radio Co., Inc	48,670	(3/85)
88.	Simmons Communications	48,386	(3/85)
89.	First Carolina Communications, Inc	48,384	(3/85)
90.	Communicom	47,694	(1/85)
91.	Bresnan Communications	44,664	(3/85)
92.	Joseph Gans Cable T.V.	43,838	(3/85)
93.	Chambers Communications Corporation	43,303	(3/85)
94.	Whitney Communications Corporation	42,805	(3/85)
95.	Matrix Enterprises	42,606	(3/85)
96.	Northland Communications Corporation	42,500	(4/85)
97.	Donrey Cablevision	41,586	(3/85)
98.	Dowden Communications	40,252	(3/85)
99.	Cable Holdings Inc	40,200	(4/85)
100.	New England Cablevision	38,061	(3/85)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	256,415	(3/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	238,950	(3/85)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
5.	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6.	Houston, TX	Warner Amex	185,000	(3/85)
7.	East Orange, NJ	MacLean Hunter	172,246	(3/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10.	Tulsa, OK	United Cable	134,989	(4/85)
11.	Cincinnati, OH	Warner Amex	133,000	(3/85)
12.	Englewood, CO	United Cable	125,406	(3/85)
13.	Audubon, NJ	New York Times	123,134	(4/85)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,642	(3/85)
16.	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17.	Erie County, NY	Prime Cable	114,908	(4/85)
18.	Tidewater (Norfolk), VA	Cox Cable	113,888	(3/85)
19.	San Jose, CA	Gill Industries	106,724	(4/85)
20.	Memphis, TN	ATC	106,300	(12/84)
21.	Jacksonville, FL	Continental	106,000	(3/85)
22.	Austin, TX	ATC	102,500	(12/84)
23.	Seattle, WA	Group W	101,844	(3/85)
24.	Charlotte, NC	ATC	101,700	(12/84)
25.	San Juan, PR	Harris Cable	101,411	(3/85)
26.	Toledo, OH	Buckeye Cablevision	100,233	(4/85)
27.	Central Islip (Long Island), NY	Viacom	99,838	(3/85)
28.	Manhattan, NY	Group W	99,341	(3/85)
29.	Jefferson Parish, Kenner, LA	Cox Cable	93,666	(3/85)
30.	San Diego, CA	ATC	92,100	(12/84)
31.	San Francisco, CA	Viacom	89,000	(4/85)
32.	Warren, NJ	TKR	88,470	(3/85)
33.	Los Angeles, CA	Falcon Communications	88,137	(2/85)
34.	Wilmington, DE	Rollins Cableview	86,432	(3/85)
35.	Grand Rapids, MI	UA Cablesystems	86,000	(4/85)
36.	Seattle, WA	Viacom	85,000	(4/85)
37.	Wichita, KS	Multimedia Cablevision	83,985	(3/85)
38.	Jackson, MS	ATC	80,700	(12/84)
39.	Dallas, TX	Warner Amex	80,000	(3/85)
40.	Pompano Beach, FL	American Cablesystems	77,700	(4/85)
41.	Pittsburgh, PA	TCI	77,541	(4/85)
42.	Broward County, FL	Storer	76,000	(3/85)
43.	Phoenix, AZ	Times Mirror	75,638	(3/85)
44.	Boston, MA	Cablevision	75,524	(3/85)
45.	Baton Rouge, LA	Daniels & Associates	74,820	(3/85)
46.	Clearwater, FL	Vision Cable	74,500	(4/85)
47.	New Orleans, LA	Cox Cable	73,766	(3/85)
48.	Indianapolis, IN	Indianapolis Cablevision	72,496	(4/85)
49.	Tacoma, WA	Cable TV of Puget Sound	72,044	(4/85)
50.	Flint, MI	Comcast	72,000	(3/85)
51.	Richmond/Henrico County, VA	Continental	70,700	(3/85)
52.	South Texas, TX	Heritage	70,130	(3/85)
53.	Greensboro, NC	ATC	69,200	(12/84)
54.	Jefferson County, KY	Storer	69,000	(3/85)
55.	Cleveland Heights, OH	Viacom	69,000	(4/85)
56.	South Bend, IN	Heritage	68,347	(3/85)
57.	Santa Monica, CA	Group W	67,863	(3/85)
58.	Louisville, KY	Times Mirror	67,855	(3/85)
59.	Omaha, NE	Cox Cable	66,592	(3/85)
60.	Raleigh, NC	ATC	65,800	(12/84)
61.	Nashville, TN	Viacom	65,000	(4/85)
62.	Kansas City, MO	ATC	64,800	(12/84)
63.	Columbus, OH	Warner Amex	64,679	(3/85)
64.	St. Petersburg, FL	Group W	63,802	(3/85)
65.	Akron, OH	Warner Amex	63,562	(3/85)
66.	Buffalo, NY	TCI	63,220	(11/84)
67.	Boston Complex (Malden), MA	Warner Amex	63,180	(3/85)
68.	Worcester (Leicester), MA	Greater Media	63,073	(3/85)
69.	Oklahoma City, OK	Cox Cable	62,726	(3/85)
70.	Syracuse (suburbs), NY	NewChannels Corp	62,463	(4/85)
71.	Fayetteville, NC	ATC	62,100	(12/84)
72.	Allentown, PA	Service Electric	62,000	(4/85)
73.	El Paso, TX	Group W	61,483	(3/85)
74.	Hartford, CT	Times Mirror	61,440	(3/85)
75.	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,285	(3/85)
76.	Madison, WI	TCI	61,257	(4/85)
77.	Monterey, CA	Western Communications	60,656	(3/85)
78.	Santa Barbara, CA	Cox Cable	60,616	(3/85)
79.	Mt. Prospect, IL	Cablenet	60,000	(3/85)
80.	Sarasota, FL	Storer	60,000	(3/85)
81.	Birmingham, AL	ATC	59,400	(12/84)
82.	Snohomish County, WA	Viacom	59,000	(4/85)
83.	Ft. Worth, TX	Sammons	59,000	(4/85)
84.	Harrisburg, PA	Sammons	58,647	(4/85)
85.	Bridgeport, CT	Cablevision Systems/ Scripps Howard	58,525	(3/85)
86.	Las Vegas, NV	Times Mirror	58,402	(3/85)
87.	New Britain, CT	United Cable	58,282	(12/84)
88.	New Haven, CT	Storer Scripps-Howard	58,000	(3/85)
89.	Des Moines, IA	Heritage	57,918	(3/85)
90.	Indianapolis, IN	ATC	57,100	(12/84)
91.	West Palm Beach, Fla.	Group W	57,067	(3/85)
92.	Stamford (Fairfield), CT	Cablevision Systems Development	56,321	(3/85)
93.	Knoxville, TN	TCI	56,303	(1/85)
94.	Albany, GA	Storer	56,000	(3/85)
95.	Binghamton, NY	NewChannels Corp	55,687	(4/85)
96.	Shreveport, LA	ATC	55,500	(12/84)
97.	Knoxville, TN	TeleScripps	55,500	(4/85)
98.	Columbus, OH	Coaxial Communications	55,451	(3/85)
99.	Chattanooga, TN	TeleScripps	55,284	(3/85)
100.	Westchester County (New Rochelle), NY	UA Cablesystems	55,000	(4/85)

C4722-2

State-of-the-art: Tackling key tech issues 7-1-85

- DCI seeks $32-million scaleback in Washington
- Disney's Jimirro resigns
- Scrambling shootout highlights CATA show
- Court refuses to reconsider Preferred decision

CableVision™

CV 0000209348 01
ACQUISTIONS EDITOR
CONGRESSIONAL INFO SERVICE
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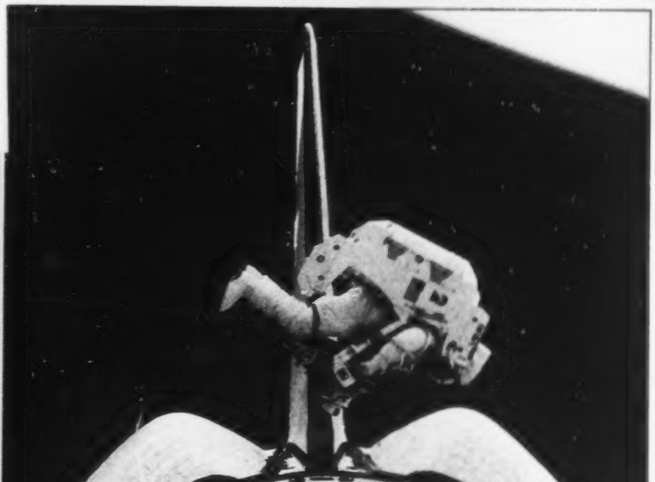
BETHESDA MD 20814



The Discovery Channel:

Will newest network master the science of basic cable?

CableVision

Leading the week 11-27

Launch of Discovery

The Discovery Channel premiered June 17 as the first ad-supported network devoted to educational programming.

'85 CTAM Awards

Some 125 operator and program supplier marketing and promotional campaigns will be contending for 1985 Cable Television Administration and Marketing Society Awards to be announced Aug. 6 during the group's conference in San Diego.

FNN shows profit

For the second straight quarter, Financial News Network has shown a profit.

No rehearing

The 9th Circuit Court of Appeals tells the city of Los Angeles and several other communities that it will not rehear its landmark *Preferred* decision.

Stop RFP

Group W will file a notice of motion by July 9 in its attempt to prevent Santa Cruz from continuing its RFP process.

Tribune requests waiver

Tribune Broadcasting Co. asks the Federal Communications Commission to give it 18 months to divest several cable systems and a newspaper near Los Angeles after Tribune completes its purchase of a television station in L.A.

Boston, Cablevision talks

Negotiators for the city of Boston and Cablevision Systems are "very close" to reaching an agreement for wiring the Back Bay, however, wiring of that area and Beacon Hill will not go forward until the company has gained concessions from the city to reduce its financial obligations.

DCI requests concessions

District Cablevision Inc. seeks substantial concessions from Washington, D.C. in order to make the system economically viable.

TBS to scramble services

An official of Turner Broadcasting, told a CATA audience last week the programmer has plans to scramble Cable News Network and Headline News. TBS will begin immediately to charge satellite dish owners $25 a year for taking the services.

Disney president resigns

Disney Channel President Jim Jimirro resigned his position with the family-oriented pay service last week, saying he would explore "opportunities to start new ventures and look for new challenges."

CATA pushes scrambling

A lively discussion of signal scrambling highlighted the CATA's annual meeting in Nashville last week. The CATA board of directors also called for the use of a single scrambling technology. A crowd of just over 500 operators and exhibitors attended the three-day affair.

No MSO for CBS

Three years after acquiring the Black Hawk cable system in the Dallas-Fort Worth area, CBS has decided to get out of the cable operating business and stick to broadcasting and programming.

Nor-West to appeal ruling

Nor-West Cable Communications has taken its battle to wire St. Paul to the 8th Circuit U.S. Court of Appeals. Some attorneys feel the move could result in the next major test of cable's First Amendment rights in the franchising process.

Restraining order lifted

A Milwaukee judge has removed a temporary restraining order prohibiting Wisconsin Bell from carrying out its plan to build and maintain a statewide ITFS for the Wisconsin Educational Board.

TBS defends takeover bid

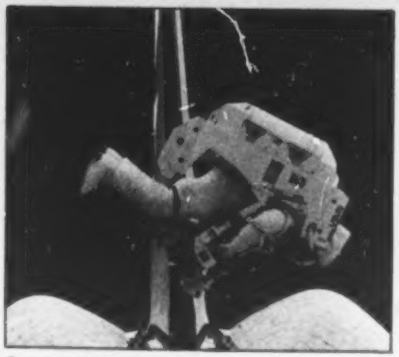
Turner Broadcasting has told the Federal Communications Commission that its takeover attempt of CBS is "financially viable" and that CBS' call for evidentiary hearings was primarily a delaying tactic.

Combining conventions

Texas Cable Television Association officials are considering an offer from the National Cable Television Association to merge their conventions on a one-shot basis next year.

Copyright Royalty Court

A bill has been introduced by Rep. Robert Kastenmeier which would create a Copyright Royalty Court responsible for settling ratemaking and distribution disputes among copyright owners and users.

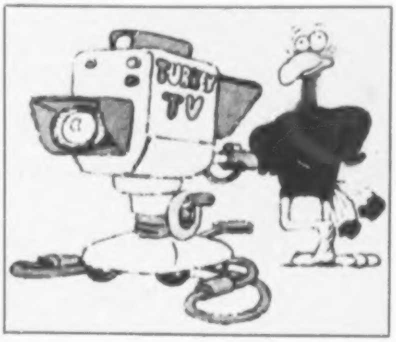


Cover story

The Discovery Channel launches carrying science, nature, documentaries and other nonfiction fare. See page 24.

Feature story

Tech sessions at the National Cable Television Association Convention in Las Vegas cleared up complicated issues and answered several key questions concerning technical developments with speakers offering their expertise to operators. Executive Editor Fred Dawson provides a selective summary of these discussions on major topics. See page 30.



Review 28

Robert DiMatteo reviews Nickelodeon's new one hour weekday comedy called *Turkey Television*. DiMatteo is critical of the manner in which the material is put together, but believes that the show has great potential.

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CABLE STATS

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	182	2,955,000
Arts & Entertainment	2,000	12,500,000
Black Entertainment Television (BET)	432	9,033,719
Cable News Network (CNN)	7,780	32,262,000
CNN Headline News	2,403	16,284,000
C-SPAN	1,900	21,000,000
CBN Cable Network	5,551	28,017,000
Country Music Television	314	4,900,000
The Discovery Channel	NA	NA
ESPN	9,900	35,700,000
Eternal Word Television Network(EWTN)	232	2,400,000
Family Guide II Network	6	90,000
Financial News Network (FNN)	1,050	18,100,000
The Learning Channel	661	5,735,700
Lifetime	2,400	24,900,000
Modern Satellite Network (MSN)	510	10,620,000
Music Television (MTV)	3,100	26,200,000
The Nashville Network	2,250	22,160,000
National Christian Network (NCN)	91	1,333,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	3,800	24,900,000
Odyssey	NA	NA
PTL The Inspirational Network	1,200	13,000,000
Satellite Program Network (SPN)	525	11,800,000
Silent Network	242	7,200,000
SIN Television Network†	348	29,405,100
Trinity Broadcasting Network	409	5,772,000
USA Network	4,200	29,700,000
Video Hits One	423	5,500,000
The Weather Channel	1,630	17,000,000
WGN-TV	6,515	15,714,000
WOR-TV	1,378	5,231,220
WPIX-TV	152	1,385,000
WTBS-TV	8,656	33,111,000

Pay services

American Extasy	4	40,000
American Movie Classics	90	235,000
Bravo	210	335,000
Cinemax	3,200	3,333,000
The Disney Channel	2,300	1,800,000
GalaVision	230	160,000
Home Box Office (HBO)	6,900	14,500,000
Home Theater Network (HTN)	400	300,000
Showtime	3,200	5,400,000
The Movie Channel	2,900	3,200,000
The Nostalgia Channel	55	175,000
The Playboy Channel	550	800,000

Audio services

Cable Radio Network	5	300,000
Lifestyle	125	2,400,000
Moody Bible Institute	47	600,639
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo, Inc.	80	930,000
Studioline	NA	NA
WFMT Chicago	158	1,041,000

Text services

AP News Cable	350	4,000,000
AP News Plus	6	145,000
Cable Sportstracker	5	275,000
Dow Jones Cable News	170	2,372,784
Electronic Program Guide (EPG)	235	4,484,000
Genesis Storytime	20	630,000
Reuters News View	325	3,250,000
TV Decisions	106	2,826,401
UPI Data Cable	450	4,000,000
X'Press	NA	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	6	4,655
Nippon Golden Network	7	8,400
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	13	460,000
The Ecumenical Channel	6	148,000
KTVT	46	1,074,000
Life Newsvision	24	36,000
Madison Square Garden	57	1,300,000
Meadows Racing Network	14	446,000
MetroChannel	1	116,000
Newsday Cable	1	240,019
Texas Cable Network	12	730,000

Pay services

Dodgervision	28	NA
Home Sports Entertainment—Houston/Dallas	78	130,000
Home Team Sports	47	83,000
New England Sports Network	72	53,279
PRISM-Philadelphia	88	375,000
Pro-Am Sports	84	102,000
The Superchannel	NA	NA
SportsChannel (New England)	63	95,000
SportsChannel (New York)	45	400,000
SportsVision (Chicago)	22	105,000
Z-Channel	21	95,000

Announced services

Regional services	Expected Launch
Box Seat	4th Quarter 1985

Satellite-fed services

Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cabletix	TBA
The Choice Channel	11/85
Discovery Computer Network	9/85
Discovery Financial Network	9/85
Discovery Music Network	3rd Quarter 1965
El Canal Musical	4th Quarter 1985
Electronic Program Guide, Jr.	3rd Quarter 1985
Ethnic Radio Networks	3rd Quarter 1985
The Exchange	4th Quarter 1985
Home Shopping Network	7/85
International Business Network	3rd Quarter 1985
Magicable	TBA
Movie Time	9/85
Pay-Per-Movie Network	4th Quarter 1985
Private Ticket (Playboy)	7/85
Satellite Concert Network	TBA
Showtime/TMC Pay-Per-View Network	3rd Quarter 1985
United Satellite Network	3rd Quarter 1935

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217
NA denotes not available.
TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 3,860,500.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

A&E
AT&T (R)
BMW (R)
Baldwin Pianos (N)
Bolla Wine (N)
Dannon (R)
Dean Witter (R)
Ford (R)
GM (R)
Hitachi (R)
Hong Kong Tourism (N)
Hormel (R)
IBM (R)
Kodak (R)
Merrill Lynch (R)
NCR Computers (R)
Nissan Motors (R)
Paul Masson (R)
Psizer (N)
Ralston Purina (R)
Schweppes (N)
Smith Corona (R)
State Department of California Tourism (R)
Tourism of Thailand (R)

BET
Adolph Coors (R)
American Beauty Products (R)
Anheuser-Busch (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
J.C. Penney (R)
Johnson & Johnson (R)
KFC Corp. (R)
Kraft (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Proctor & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Soft Sheen Products (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps (R)
U.S. Postal Service (R)
Warner Lambert (R)
William Wrigley Jr. (R)

CBN Cable Network
Bristol Myers (R)
Campbell's Soup (R)
Chrysler (R)
Ford (R)
General Foods (R)
General Mills (R)
Honda (R)
Johnson & Johnson (R)
Lever Brothers (R)
Nabisco (R)
Sterling Drug (R)
Warner-Lambert (R)

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (R)
Gannett (R)
General Instrument (N)
GM (R)
M/A-COM (R)
McDonnell Douglas (R)
Time (R)
Times Fiber (N)

Dow Jones Cable News
American Express (R)
Charles Schwab (R)
Consumer Reports (R)
Forbes Stock Guide (R)
Golf Digest (N)
Jack Anderson's Washington Letter (R)
Pavarotti (R)
Sheridan (R)
Smithsonian magazine (R)
Standard & Poor's (R)
Tennis magazine (R)
Xerox (R)
Zions First National Bank (R)

ESPN
Arrow Shirts (R)
Allstate Insurance (R)
B.F. Goodrich (R)
Bic Shavers (R)
Coleco Industries (R)
Duracell (R)
General Foods (R)
Hitachi (R)
Honda (R)
IBM (R)
Kodak (R)
MasterCard (R)
Nissan (R)
Pennzoil (R)
Ramada Inns (R)
Time (R)
Toshiba (R)
Xerox (R)

FNN
Avis (R)
AT&T (R)
Charles Schwab (R)
Chrysler (R)
Emery (R)
Ford Corporate (R)
GMA (R)
GM Corporation (R)
Hayes Computers (R)
ITT (R)
Kansas City Board of Trade (R)
National Car Rental (R)
Quick and Reilly (R)
United Airlines (R)
Wall Street Journal (R)
Xerox (R)
Zion Banking (R)
Zweig Forecast (R)

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Courage To Be Rich (R)
Family Computing (N)
Financial Inquiry (R)
Living Classics (R)
Malcolm E. Smith (R)
Microwave Cookbook (R)
National Cellular Radio (N)
Scientific-Atlanta magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

Modern Satellite Network
American Motors (R)
Anheuser-Busch (R)
California Raison Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes Benz of North America (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
Upjohn (R)
U.S. Army Corps of Engineers (R)
Washington State Apple Commission (R)
World Book (R)

SPN†
American Artist magazine
Asia Society
AT&T
Bank Hapoalim
Bayer
Best Western
Business Times
Casio
China Beer
Clorox
Coca-Cola
Cone Thread
Continental Airlines
Dow Jones
El Al
ESTV Tours
Evenflo
Fisher Price
Gerber
Grolsch Beer
Heinz
Hertz Rent-a-Car
Kimberly Clark
Kodak
Lakes Illustrated
Los Angeles Bank
National Insurance
New Zealand Railways
New Zealand Tourism Commission
Ranger Boats
Rubbermaid
Scott Paper
Sears Roebuck & Co.

The Silent Network
Campbell's Soup (R)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)
Ultratec TDD (R)

The Weather Channel
American Home Products (R)
American Motors (R)
AT&T (R)
Borden (R)
Black & Decker (N)
Carter-Wallace (R)
Cheeseborough-Ponds (R)
Clorox (R)
Dannon (R)
Eastman Kodak (R)
Emerson Quiet Cool (R)
Fuller-Obrien (R)
Goodyear Tire (R)
Hartford Insurance (R)
Kraft Foods (N)
Lennox Industries (R)
Michelin (R)
Pepsi Cola (N)
Proctor and Gamble (R)
Prudential-Bache (R)
Quaker Oats (R)
Quaker State (N)
Ralston Purina (R)
Sears Roebuck & Co. (R)
Thompson Medical Co. (N)
Union Carbide (R)
United Airlines (R)
Weber-Stephen Co. (R)
W.F. Young (R)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.

C4722-2

- Preferred decision continues to raise overbuild concerns
- John Cooke to succeed Jim Jimirro at Disney
- Washington D.C. officials endorse most of DCI scaleback plan
- USA Network raises stake in original programming

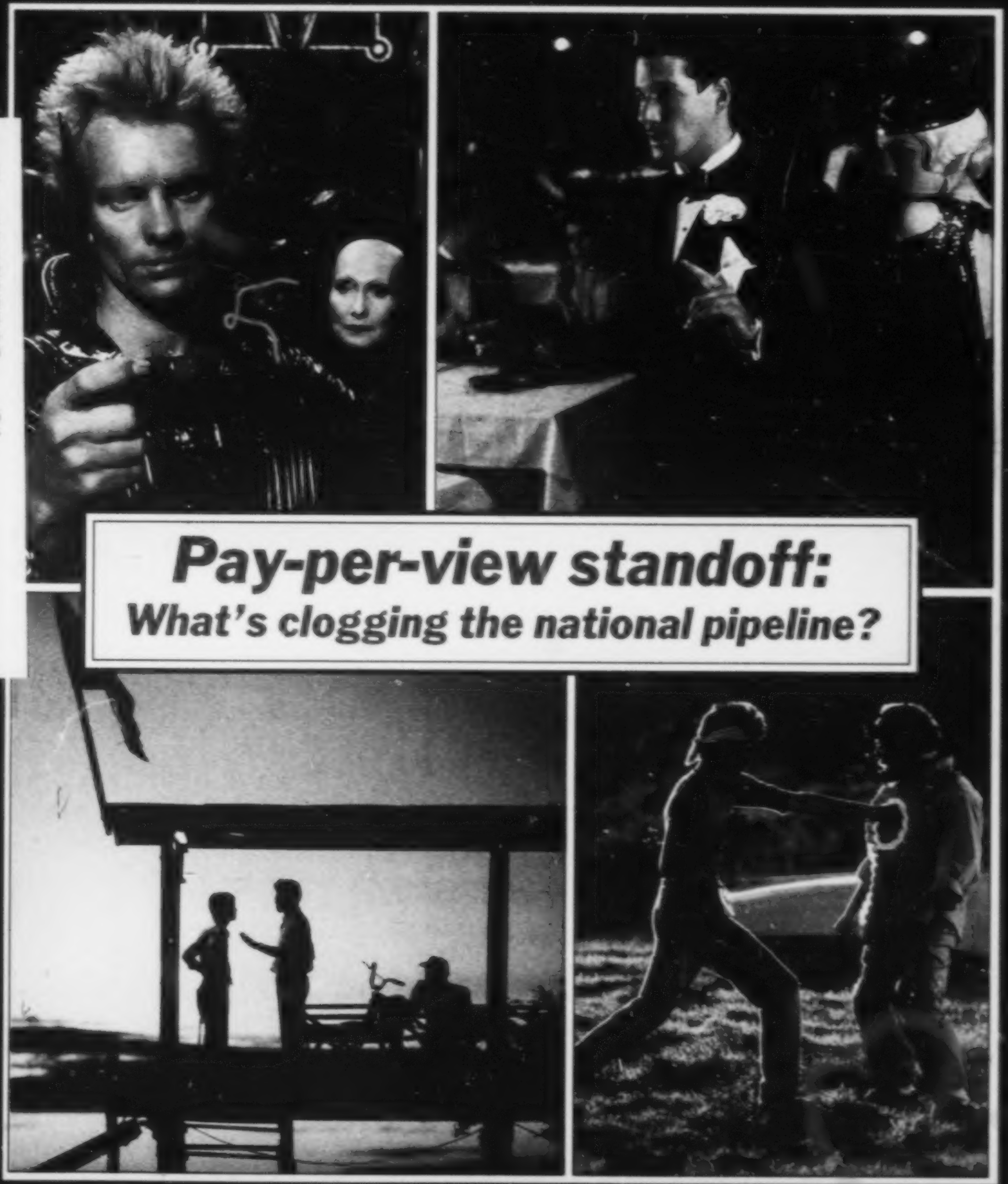
Billing special: products and issues

CableVision™

The news and features weekly of the cable television industry

July 1, 1985

CV 000209348 01
ACQUISTIONS EDITOR
CONGRESSIONAL INFO SERVICE
4520 EAST WEST HIGHWAY
BETHESDA MD 20814



Pay-per-view standoff:

What's clogging the national pipeline?

CableVision

Leading the week 11-24

About the cover

Pictured on the cover: (Upper left) *Dune*, Distributed by Universal; (Upper right) *The Cotton Club*, Distributed by Orion Pictures; (Lower left) *The Killing Fields*, Distributed by Warner Brothers Inc.; (Lower right) *Karate Kid*, Distributed by Columbia Pictures.

Concessions urged in D.C.

Washington D.C., Mayor Marion Barry has recommended that the city council grant most of the concessions requested by District Cablevision Inc. The two sides remain at odds over whether DCI should honor its commitment to guarantee universal service.

First Amendment debate

The threat of increased competition in the cable industry as an offshoot of the First Amendment question has become a hot debate topic among insiders.

Disney president named

John Cooke has been named president of The Disney Channel in the midst of a shift that places the channel directly under Disney's motion picture and television division. Cooke was executive vice president of Times Mirror Cable Television.

FCC won't reconsider rules

The FCC has denied seven petitions for reconsideration questioning its new policies governing cable's use of aeronautical frequencies.

HBO Plus

Despite HBO's skepticism about a national pay-per-view service, it is discovering that stand-alone PPV outlets merit distribution of HBO exclusive movies to selected cable systems. One such concept under study is called *HBO Plus*.

'Photo Videotex' test

Alexandria Cablevision has agreed to test "Photo Videotex," a British technology which permits electronic publishers to combine digitized photographs and textual information on the same video frame.

Courting the stockholders

With the SEC declaring its offering effective, Turner Broadcasting has begun the process of wooing over CBS stockholders to its bid to take over the network.

Change in store

ABC and Capital Cities Communications shortly are expected to file applications at the FCC for a change of control in ABC's broadcast licenses.

Comcast buying system

A preliminary agreement has been reached which allows the Comcast Corp. to acquire Citizens Cable Communications for $62 million. The purchase will add 47,500 subscribers to the 480,000 subs Comcast already owns or manages.

Chris-Craft adding stock

Chris-Craft Industries has purchased an additional 694,700 shares of Warner common stock, which increases its interest in Warner to 29.4 percent.

Suit filed against Oak

The SEC has filed a suit in San Diego charging that Oak Industries overstated its financial results for 1982, deceived outside auditors and violated other antifraud reporting provisions.

Campaign to continue

Board members of the Council for Cable Information have voted to continue a media campaign through next year. About $12 million will be spent on the public awareness effort.

EEO support

The cable industry, minority groups and three congressmen have told the FCC it can use existing processing guidelines to help judge EEO efforts, but that those standards should not be the only determinant of compliance.

'Business Times' dropped

Business Times, the specialized morning news program on ESPN, suspended production June 21. Efforts to raise more operating funds have collapsed.

'Live Aid' concerts

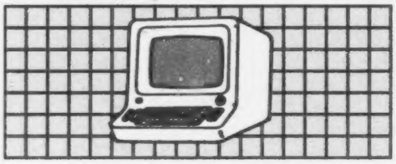
In a unique live distribution plan, MTV will join ABC and an ad hoc syndication network in carrying the "Live Aid" humanitarian rock concerts from London and Philadelphia July 13.

Cover story

Warner Bros. 'Protocol,' starring Goldie Hawn, is one of the films it will be offering in a PPV venture.

Although the industry has some questions concerning pay-per-view cable television, it's clear that movie studios are on the threshold of taking an active role. One official said "we want pay-per-view to work because it's more beneficial to us."

Feature story



With the maturation of cable systems, many operators are hoping that the computer can help them reopen territories and increase the bottom line.

Review 25

Bob DiMatteo reviews an HBO *America Undercover* series titled *Sex and the American Teenager*, a revealing documentary about adolescent problems based on a Robert Coles-Geoffrey Stokes survey.

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CABLE STATS

Film product comparison—July

Film	Pay Networks					Distributor
Adventures of Marco Polo, The		(ST)	TMC		MAX	Goldwyn
Ali Babba's Revenge		ST				ATA Trading
Alice's Restaurant					MAX	MGM/UA
Alley Cat		ST				Film Ventures
Americana			TMC*			Crown
Anna to the Infinite Power		(ST)		HTN		Film Gallery
Arrangement, The					MAX	Warner Bros.
Avanti			(TMC)		MAX	MGM/UA
Beach Girls			TMC			Embassy
Betrayal	(HBO)		TMC*			20th Century-Fox
Between Friends	HBO					Robert Cooper Productions
Black Beauty		ST				Paramount
Big Chill, The	(HBO)				MAX*	Columbia
Bishop's Wife, The			TMC		(MAX)	Goldwyn
Blackout	HBO					Peregrine Producers Group
Blame It On Rio	HBO*	(ST)	(TMC)			20th Century-Fox
Brady's Escape			(TMC)	HTN*		Satori
Brass Ring, The		(ST)		HTN*		Film Gallery
Buddy System, The	(HBO)		(TMC)	HTN*		20th Century-Fox
Careful, He Might Hear You	HBO		TMC			20th Century-Fox
Cay, The				HTN*		Universal
Centennial Summer					MAX	20th Century-Fox
Chattanooga Choo Choo	HBO					April Fools Distrib.
Cheech & Chong's The Corsican Brothers					MAX	Orion
Cimarron		ST	(TMC)			MGM/UA
Circle of Iran	HBO					Film Finance Dist.
Class	HBO	ST*	(TMC)		(MAX)	Orion
Clockwork Orange			TMC			Warner Bros.
Cluny Brown			TMC*			20th Century-Fox
Cold Feet			(TMC)	HTN		Film Gallery
Conan, The Destroyer	HBO	ST	TMC		MAX	Universal
Crisis			TMC			MGM/UA
Cross Country			TMC*		(MAX)	New World
Cross Creek	HBO			(HTN)	(MAX)	Thorn EMI
Curtains			TMC*		(MAX)	Simcom
Cuba					MAX	MGM/UA
Cynara		ST				Goldwyn
Deal of the Century		ST*	TMC	(HTN)	(MAX)	Warner Bros.
Desperate Search		ST				MGM/UA
Down Argentine Way			TMC*			20th Century-Fox
Dream Wife			TMC			MGM/UA
Easy Rider			TMC*		(MAX)	Columbia
Easy to Love		ST		(HTN)		MGM/UA
Echoes of a Summer					MAX	MGM/UA
Eddie Macon's Run			TMC*	HTN*	(MAX)	MGM/UA
Educating Rita	HBO		(TMC)	(HTN)	MAX*	Columbia
80 Steps of Jonah			TMC*			Warner Bros.
Electric Dreams	HBO		TMC	HTN		Universal
Elvis: That's The Way It Is			TMC	(HTN)	MAX	MGM/UA
Emanuelle On Taboo Island					MAX	Wrightwood
Entre Nous			TMC			MGM/UA
Everything I Have Is Yours		ST				MGM/UA
Far Out Fourth, A		ST				MPC
Fedora	HBO				(MAX)	Lorimar
Felicity		ST				Satori
Fire On The Mountain					MAX	Columbia
Flash Gordon	HBO					Famous Films
Forbidden	HBO					Jozak/Decade
Fort Apache, The Bronx	(HBO)				MAX	Time Life
Four Friends			TMC		MAX	Orion
Foxes	HBO					MGM
From Here to Eternity	HBO					Columbia
Galaxina			TMC			Crown
Gandhi		ST	(TMC)	(HTN)	(MAX)	Embassy
Going Berserk			(TMC)		MAX	Universal
Goldy: The Last of the Golden Bears		ST				NA
Grey Fox, The	HBO					Media Home Enter.
Haircut, The				HTN	(MAX)	Universal
Hanna K		ST				Universal
Hans Christian Andersen		(ST)			MAX*	Goldwyn
Harry and Son	(HBO)				MAX	Orion
Harry Tracy	(HBO)		TMC		(MAX)	The Movie Store
Have You Ever Been Ashamed of Your Parents?		ST				Coe
Heart Like A Wheel	(HBO)	(ST)	TMC	HTN*	(MAX)	20th Century-Fox
Hemingway Play, The				HTN*		K-Pay
Hercules		ST*	(TMC)			Viacom
Here Comes the Groom			TMC			Paramount
Highpoint	HBO					NW
Hollywood Knights, The					MAX	Columbia
Hot Dog. . . The Movie	(HBO)	(ST)	(TMC)		MAX	MGM/UA
Hot Stuff	HBO			(HTN)	(MAX)	Columbia
Humongous	HBO					Embassy
Hunter			TMC	(HTN)		Paramount
Hurricane	(HBO)		TMC			Paramount
If You Could See What I Hear	HBO	ST				Columbia
I Love You, Alice B. Toklas			TMC*			Warner Bros.
In Praise of Older Women					MAX	EMB
Invisible Boy, The		ST				MGM/UA
Invitation to the Wedding				HTN		K-Pay
It's A Date		ST				MGM/UA
Joy of Flying		ST				K-Pay
Joy of Sex		ST				Paramount
King of the Beasts	HBO					Telepictures
Lady In Red, The	HBO	(ST)	(TMC)		(MAX)	Viacom
Lassiter	(HBO)	ST*	(TMC)		(MAX)	Warner Bros.
Last Embrace		ST				MGM/UA
Last Starfighter, The	HBO	ST	TMC	HTN	MAX	Universal
Law and the Lady, The		ST				MGM/UA
Let's Do It!					MAX	Best Film
Life of Riley, The				HTN*		Universal
Light at the Edge of the World			TMC			Tri Star
Little Darlings		ST	(TMC)		(MAX)	Paramount
Lonely Lady, The			(TMC)		MAX	Universal
Losin' It	HBO*		TMC		(MAX)	Embassy
Lost Empire, The		ST				NA
Louisiana Pts I & II					MAX	Int. Cin.
Magic of Lassie, The	(HBO)				MAX	Lassie Prod.
Man That Corrupted Hadleyburg, The		ST				Cinema Signal
Massacre in Rome					MAX	Andrews
Mating Game, The					MAX	MGM/UA
Mausoleum		ST*				Blum
Midnight Express			(TMC)		MAX*	Columbia
Max Dugan Returns	(HBO)	(ST)	(TMC)	(HTN)	MAX	20th Century-Fox
Midunderstood					MAX	MGM/UA
Moon Madness		ST				Cimar
Moscow on the Hudson	HBO*	(ST)	(TMC)		(MAX)	Columbia
Mother Lode					MAX*	Atlantic
Mr. Mom	HBO	(ST)	(TMC)	HTN*	(MAX)	20th Century-Fox
Muppets Take Manhattan	HBO					Tri Star
Natural, The	HBO*					Tri Star
Neverending Story, The	HBO	ST	TMC			Warner Bros.
Never Say Never Again		ST		HTN*	MAX*	MGM/UA

(From left) Jobeth Williams, Kevin Kline, William Hurt and Glenn Close star in 'The Big Chill.'

Film	Pay Networks					Distributor
Noah's Animals	(HBO)	ST				Telepictures
Now and Forever	HBO	(ST)			(MAX)	Universal
Omega Man			TMC*			Warner Bros.
One Flew Over the Cuckoo's Nest			TMC*		(MAX)	MGM/UA
One Trick Pony			TMC*			Warner Bros.
Over the Edge					MAX*	Warner Bros.
Party, The			TMC*			MGM/UA
People Will Talk			TMC			20th Century-Fox
Pope of Greenwich Village, The	HBO	ST	TMC			MGM/UA
Porky's II: The Next Day	HBO	(ST)	TMC*		(MAX)	20th Century-Fox
Power and the Prize		(ST)		HTN*		MGM/UA
Prey, The			TMC			New World
Private School		(ST)			MAX*	Universal
Prince and the Pauper			TMC*			Tri Star
Purple Hearts	HBO*		(TMC)			Warner Bros.
Purple Rain	HBO	ST	TMC		MAX	Warner Bros.
Rachel, Rachel					MAX	Warner Bros.
Racing with the Moon		(ST)	TMC			Paramount
Raise the Titanic		(ST)	TMC			AFD
Rascals and Robbers	HBO					CBS International
Red Shoes, The				HTN		Warner Bros.
Right Stuff, The	(HBO)		TMC*	HTN		MGM/UA
Risky Business	HBO	(ST)	TMC*		(MAX)	Warner Bros.
Rock Show			*TMC			Miramax
Romancing the Stone	(HBO)	(ST)	(TMC)		MAX*	20th Century-Fox
Romantic Comedy		ST*				MGM/UA
Rose Marie		ST				MGM/UA
Ruling Class, The					MAX	Embassy
Sahara	HBO*	(ST)	(TMC)			Viacom
Savage Harvest	HBO				(MAX)	Savage Harvest Inc.
Screwballs			TMC		(MAX)	New Horizons
Secret Honor			TMC			Cinecom
Seven Hills of Rome		(ST)		HTN*		Universal
Siege	HBO				(MAX)	Viacom
Silver Stars			TMC			Viacom
Sixteen Candles	(HBO)	(ST)	(TMC)	HTN*	(MAX)	Buena Vista
Slapstick of Another Kind		ST				The Movie Store
Smokey and the Bandit Pt. 3	(HBO)		TMC		(MAX)	Universal
Soldier, The	HBO					Embassy
Song Remains the Same, The			TMC*			Warner Bros.
Sorcerer			TMC*			Paramount
South Pacific	(HBO)	ST	(TMC)			Goldwyn
Splash	(HBO)		(TMC)		MAX*	Buena Vista
Spirit of St. Louis					MAX*	Warner Bros.
Star Chamber, The	HBO*	(ST)	TMC			20th Century-Fox
Star Trek II: The Search for Spock		ST				Paramount
State Fair			TMC			20th Century-Fox
Staying Alive		ST*				Paramount
Stone Boy, The	HBO		TMC			20th Century-Fox
Stratton Story, The					MAX	MGM/UA
Surf II	HBO*	(ST)				Film Gallery
Swamp Thing	HBO					Embassy
T.A.G.-The Assassination Game	HBO				(MAX)	Viacom
Tender Trap, The	HBO					MGM/UA
Terms of Endearment		ST*	(TMC)			Paramount
Tex	(HBO)	(ST)	(TMC)	HTN		Buena Vista
Thank God It's Friday	HBO					Columbia
Tom Horn			TMC		MAX	Warner Bros.
Tom Sawyer		(ST)	TMC		(MAX)	MGM/UA
Torch Song					MAX	MGM/UA
Touched			TMC			The Movie Store
Touched By Love	HBO					Columbia
Trenchcoat		(ST)		HTN	MAX	Universal
Triumphs of a Man Called Horse	HBO				(MAX)	Andrews & Assoc.
Trouble With Harry, The			(TMC)	HTN		Caroge
Truckin' In Nashville				HTN		20th Century-Fox
Twist, The			TMC			Tri Star
Two of a Kind	(HBO)	(ST)		HTN		20th Century-Fox
Ultimate Warrior			TMC			Warner Bros.
Under Fire					MAX*	Orion
Unfaithfully Yours	(HBO)	(ST)	(TMC)	(HTN)	MAX	20th Century-Fox
Up the Creek	HBO*					c/o
Vertigo			(TMC)	HTN*		Universal
Videodrome	(HBO)		(TMC)		MAX	Universal
Where the Boys Are (1984 version)	HBO				(MAX)	Tri Star
Wild Pony, The	(HBO)	ST				St. Fischer
Wind in the Willows, The				HTN		Universal
Without A Trace			(TMC)		MAX	20th Century-Fox
Wizard of Oz		ST				Alan Ent.
World of the Dark Crystal, The					MAX	Henson
Wuthering Heights		ST	(TMC)		(MAX)	Goldwyn
Yankee Doodle Dandy			TMC*		(MAX)	MGM/UA
Yor: The Hunter From the Future	HBO				(MAX)	Columbia
You Can't Take It With You					MAX	Columbia
You Light Up My Life	HBO		(TMC)		(MAX)	Columbia
Zelig		(ST)	(TMC)	HTN		Warner Bros.
Ziegfeld: The Man and His Women	HBO					Columbia
Zulu Dawn					MAX	Z Dawn

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in February, March, April, May June and/or July.
- An asterisk indicates the film is a carry-over from February, March, April, May June and/or July.
- In total, 211 films appear on the July schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, six films have played on all five services, 14 films have played on four of the five services, 27 films have played on three services and 53 on two services. One hundred and eleven were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 33, followed by Warner Bros. with 21 and Universal with 17.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,660,938	(3/85)
2.	American Television and Communications Corp.	2,500,000	(2/85)
3.	Group W Cable	2,093,794	(3/85)
4.	Cox Cable Communications	1,521,667	(3/85)
5.	Storer Cable Communications	1,500,000	(3/85)
6.	Warner Amex Cable Communications, Inc.	1,204,000	(3/85)
7.	Continental Cablevision	1,033,000	(4/85)
8.	Times Mirror Cable Television, Inc.	978,340	(3/85)
9.	Newhouse Broadcasting	910,190	(4/85)
10.	United Cable Television	806,000	(3/85)
11.	Viacom Cablevision	800,000	(4/85)
12.	UA Cablesystems Corp	713,000	(4/85)
13.	Sammons Communications, Inc	659,716	(4/85)
14.	Cablevision Systems Development Co.	596,799	(3/85)
15.	Rogers Cablesystems, Inc.	589,357	(4/85)
16.	Jones Intercable Inc	508,744	(5/85)
17.	Comcast Cable Communications	481,000	(3/85)
18.	Telecable Corp.	453,094	(3/85)
19.	Heritage Communications, Inc	447,192	(3/85)
20.	McCaw Communications	382,000	(3/85)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.

Top 20 systems

Rank	Location	Operater	Basic subs	
1.	San Diego, CA	Cox Cable	256,415	(3/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	238,950	(3/85)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
5.	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6.	Houston, TX	Warner Amex	185,000	(3/85)
7.	East Orange, NJ	MacLean Hunter	172,246	(3/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10.	Tulsa, OK	United Cable	134,989	(4/85)
11.	Cincinnati, OH	Warner Amex	133,000	(3/85)
12.	Audubon, NJ	New York Times	123,134	(4/85)
13.	Rochester, NY	ATC	117,100	(12/84)
14.	Atlanta, GA	Prime Cable	116,642	(3/85)
16.	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17.	Erie County, NY	Prime Cable	114,908	(4/85)
18.	Tidewater (Norfolk), VA	Cox Cable	113,888	(3/85)
19.	San Jose, CA	Gill Industries	106,724	(4/85)
20.	Memphis, TN	ATC	106,300	(12/84)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.

C4722-2

- Wisconsin Bell MMDS plan may serve as blueprint elsewhere
- Growing pains at Lifetime
- Home Shopping Network launches nationally
- Backyard dish fee plans spreading among basic networks

ATC tackles customer service woes

CableVision™

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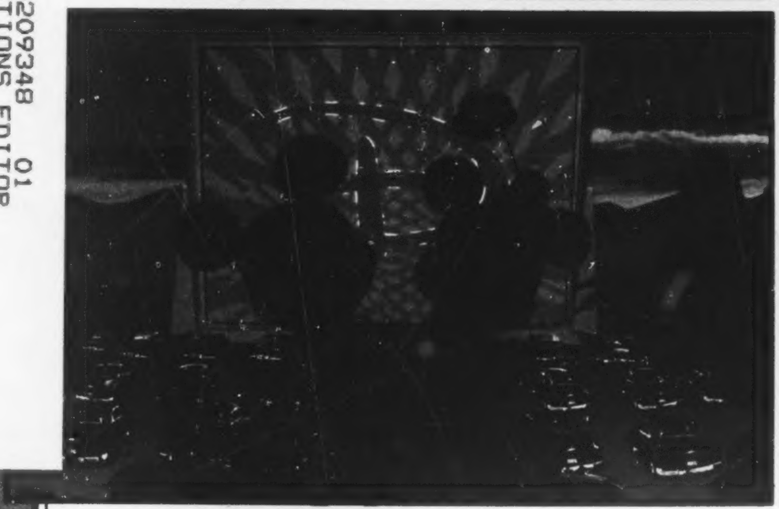

The Disney challenge: Distinction with diversity

Leading the Week 11-28

MDS interest grows

Wisconsin Bell's plan to establish a statewide multichannel MDS system for the Milwaukee Educational Communications Board has spawned interest among other telephone companies that could lead to similar projects elsewhere.

San Diego overbuild

The San Diego City Council has directed its city attorney to prepare several versions of a request for proposals that will be issued to solicit bids for overbuilding the existing cable system. Three companies have voiced interest in an overbuild.

Construction go-ahead

Three cable companies awarded franchises in New York City's outer boroughs have received conditional okay to begin construction. Two other firms have been put on hold.

Lifetime changes

The Lifetime network has trimmed its staff by 8 percent by dropping 15 employees, including three top level officials. The move is part of a "reorganizational" effort.

Dish fees growing

In the wake of Turner Broadcasting's recent decision to levy dues on TVRO homes, ESPN and United Video have followed suit with charge plans of their own.

TCI funding conditions

Officials of District Cablevision Inc. and Tele-Communications Inc. told the city council that TCI will provide all funding necessary to build the Washington D.C. cable system, but only if the city council grants the package of concessions requested by TCI.

TBS claim disputed

In a filing at the Federal Communications Commission, CBS has disputed Turner Broadcasting System's claim that its takeover bid of the network is financially viable. The brief highlighted a number of what the network called "factual disputes" concerning the profitability of a merger.

CBS stock buyback plan

In a move which many analysts believe could block Ted Turner's $5.4-billion bid to take over CBS, the network announced a $954.8-million stock buyback plan to repurchase up to 21 percent of the company's outstanding stock for $150 per share in cash and notes. CBS also said it has filed suit in federal court against Turner Broadcasting alleging violations of federal securities law.

Philadelphia contracts

The logjam in negotiations has been broken in Philadelphia, allowing three of the four franchise winners there to examine the final contracts for building the city's cable system.

HSN now a basic

After three years of building up its business in Florida cable systems, Home Shopping Network became a basic channel July 1. The five-hour daily operation was launched on 324 systems, reaching almost 6.5 million homes.

Private ticket unveiled

Private Ticket, Playboy Enterprises' pay-per-view service, made its debut July 1 on three systems with a base of about 100,000 addressable households. The venture features adult movies and original Playboy Channel material.

Historic deal

In a deal valued at over $230 million, Storer Communications and Times Mirror have concluded an agreement to exchange cable systems serving more than 220,000 subscribers in five states. The system swap is the largest in the history of the industry.

'Operator's nightmare'

In what one observer termed an "operator's nightmare!" Group W Cable's service to El Segundo, Calif., was raked over the coals at a recent public hearing.

Chernin blasts PPV opponents

Those who say pay-per-view will kill pay TV have an "isolationist" attitude, according to Peter Chernin, Showtime/TMC chief programmer. He says PPV relieve the logistical burdens home video households face.

Operators happy

Cable operators were generally pleased with the first meeting of a Los Angeles City Council subcommittee on refranchising guidelines. A United Cable official said the council is beginning to see "what is affordable in one area is not necessarily called for in another area."

Cover story

After a rough beginning, The Disney Channel has become a cable success story, sporting more than 2 million subs. But the channel is still in transition, and operators are hoping pricing issues and programming changes will boost national penetration.

Review 29

According to Robert DiMatteo, the worst thing about Joan Rivers' Showtime special is the fact the comedienne is boring. Despite an all-star cast, *Joan Rivers and Friends Salute Heidi Abromowitz. . . Almost Live from Caesars Palace*, is "grotesque."

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Franchising calendar

This chart examines the franchise status of communities since June 1985.

California

Chino—Proposals received from Marsh Media, BuenaVision, Cable TV West, Masada and D.C. Cable.
Claremont—Bids received from Masada Corp. and Daniels and Assoc.
East Yolo—reviewing applications from Sonic Cable, Yolo Cable TV, Yolo Cable Communications Co. and Pacific Federal Communications (10,000 homes).
La Puente—award to United Cable 11/28/84 (8,600 homes).
Los Altos—award to United Cable 12/84 (9,000 homes).
Palo Alto—negotiating with Cable Communications Co-op of Palo Alto and City Cable Partners Inc. until April (23,000 homes).
Rosemead—award to Falcon Communications 2/26/85 (14,000 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).

Delaware

Wilmington—negotiating with Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois

Chicago—Area I award to Communications and Cable (300,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).
Naperville—award to Rite Cable Co. of Illinois Limited. Rite Cable of Illinois also awarded unincorporated areas of DuPage County. (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—survey showed interest in cable insufficient to warrant franchise.
Woodbridge—terminated franchising process (260 homes).

Kentucky

Fulton—award to TCI 12/13/84 (2,400 homes).
Loretto—terminated franchise process.

Maryland

Baltimore—award to United Cable 12/19/84 (302,000 homes).

Massachusetts

Belchertown—negotiating with Clearview Cablevision.
Belmont—accepting proposals. (2,760 homes).
Berkley, Dighton, Freetown—award to Continental Cablevision.
Boxborough—award to Nashoba 1/7/85 (3,100 homes).
Cambridge—award to American Cable Systems of Cambridge 3/22/85 (43,000 homes).
Danvers—award to Nashoba 1/85 (8,600 homes).
East Bridgewater—award to Continental Cable 12/3/84 (2,500 homes).
Groton—award to United Video 2/25.
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—short franchise process re-initiated.
Marblehead—award to Continental Cable 12/84.
Medfield—provisional license to Massachusetts Cablevision 2/85 (3,400 homes).
Mendon—award to Massachusetts Cablevision Systems 1/7 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—accepting proposals. (1,433 homes).
Rochester—accepting applications until 8/12/85.
Sandwich—award to Campbell Communications (5,000 homes).
Seekonk—Award to Massachusetts Cablevision 6/85. (6,000 homes.
Shirley—provisional license granted to Nashoba Communications 10/84. Reviewing contract. (1,827 homes).
Southborough—provisional license to Greater Worcester Cablevision (2,000 homes).
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84. (1,600 homes).
Townsend—reviewing proposals from United Video Cablevision and Nashoba Communications. (2,306 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Almont—award to Michigan Cable 11/84.
Atlas—award to Michigan Cable 8/84.
Brandon—award to Michigan Cable 11/84.
Brown City—award to Pioneer Cablevision.
Cedar Creek—award to Horizon Cable 7/84.
Dalton—award to Horizon Cable 7/84.
Goodrich—award to Michigan Cable 9/84.
Lake Orion, Orion Twp—award to Tribune-United 12/84 (7,800 homes).
North Branch—award to Michigan Cable 8/84.
Thortonville—award to Michigan Cable.
Waconia—award to Westel 12/18/84 (1,024 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dow-Sat of Minnesota 11/84 (973 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Bird Island—award to North American Communications Corp. 10/84 (566 homes).
Cannon Falls—award to North American Cable Communications Corp. (1,080 homes).
Credit River—award to North American Communications Corp. 10/84 (880 homes).
Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (380 homes).
Hill City—award to Individual Satellite Systems 11/84 (400 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).
Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kandiyohi—award to Kavanaugh Cable Co. 4/1/85 (200 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—award to Dow-Sat of Minnesota (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—award to Dow-Sat of Minnesota (481 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).
Murdock—award to Kavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Pennock—award to Kavanaugh Cable Co. 4/11/85 (175 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (800 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).

Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—preliminary award to North American Cable Communications 4/85 (1,272 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—award to Westel 12/18/84 (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—award to Continental Cablevision. (24,032 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Missouri
St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire
Keene—renewed franchise with Group W including a rebuild and rate increase (19,360 homes).
Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Sandown—reviewing applications from Continental Cablevision (800 homes).

New Jersey
Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—reviewing proposals from Marsh Media, Greater Media, Patterson Communications Network, Patterson Cable Services and U.S. Cable and TCI (55,000 homes).

New York
Mt. Upton—terminated franchise process.
North Salem—award to Community Cable Services 12/84 (1,100 homes).
Portland—cable committee formed to begin franchise process. Tribune Cable, Harborview and U.S. Cable sent letters expressing interest (150 homes).

North Carolina
Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio
Avon—award to Space Cable of Ohio 4/84 (2,000 homes).
Cleveland—evaluating bids from Royal American Group, Greater Cleveland Cable TV Associates and Northcoast Cable.
Oberlin—preliminary award to Oberlin Cable Co-op 6/6/84 (2,600 homes).

Oregon
Dunthorpe—no response to RFP.
Sylvan—awaiting legal opinion needed for commission to vote on Sylvan Video Cable (1,200 homes).

Pennsylvania
Philadelphia—city is divided into four areas; Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—Bellevue Cablevision Inc. awarded franchise. Scheduled to launch in June 1986. (29,500 homes).
Superior Court and Rhode Island Supreme Court (29,500 homes).

Virginia
Manassas—reviewing proposals from Cablevision of Manassas Ltd., Teleset Communications Inc., C4 Media of Manassas Ltd. and City of Manassas Cable (5,510 homes).

Washington
Battle Ground—rewriting franchise ordinance.
Seattle—city is divided into four parts; Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.

Wisconsin
Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—3-OP, outer boroughs 8-FG
2.	Los Angeles	City is divided into 14 areas (A-N): 11-OP, 3-UC
3.	Chicago	City is divided into five areas: Area I-FG, Areas II, III-OP, Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts (4-OP), (1-BP), Tacoma-OP
15.	Minneapolis/St. Paul	OP/UC
16.	Atlanta	OP
17.	St. Louis	UC/FG
18.	Tampa/St. Petersburg	OP/OP
19.	Denver	OP
20.	Baltimore	FG
21.	Sacramento/Stockton	OP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	OP
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend
OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.

7/18/85
C47 22-2

- Tribune weighing sale of cable properties
- ATC and TCI combine forces in Kansas City
- D.C. council accepts most scalebacks in cable contract
- FCC to affirm courts are forum for franchise fee disputes

The New MSOs: Coping in a sellers' market

CableVision™

The news and features weekly of the cable television industry

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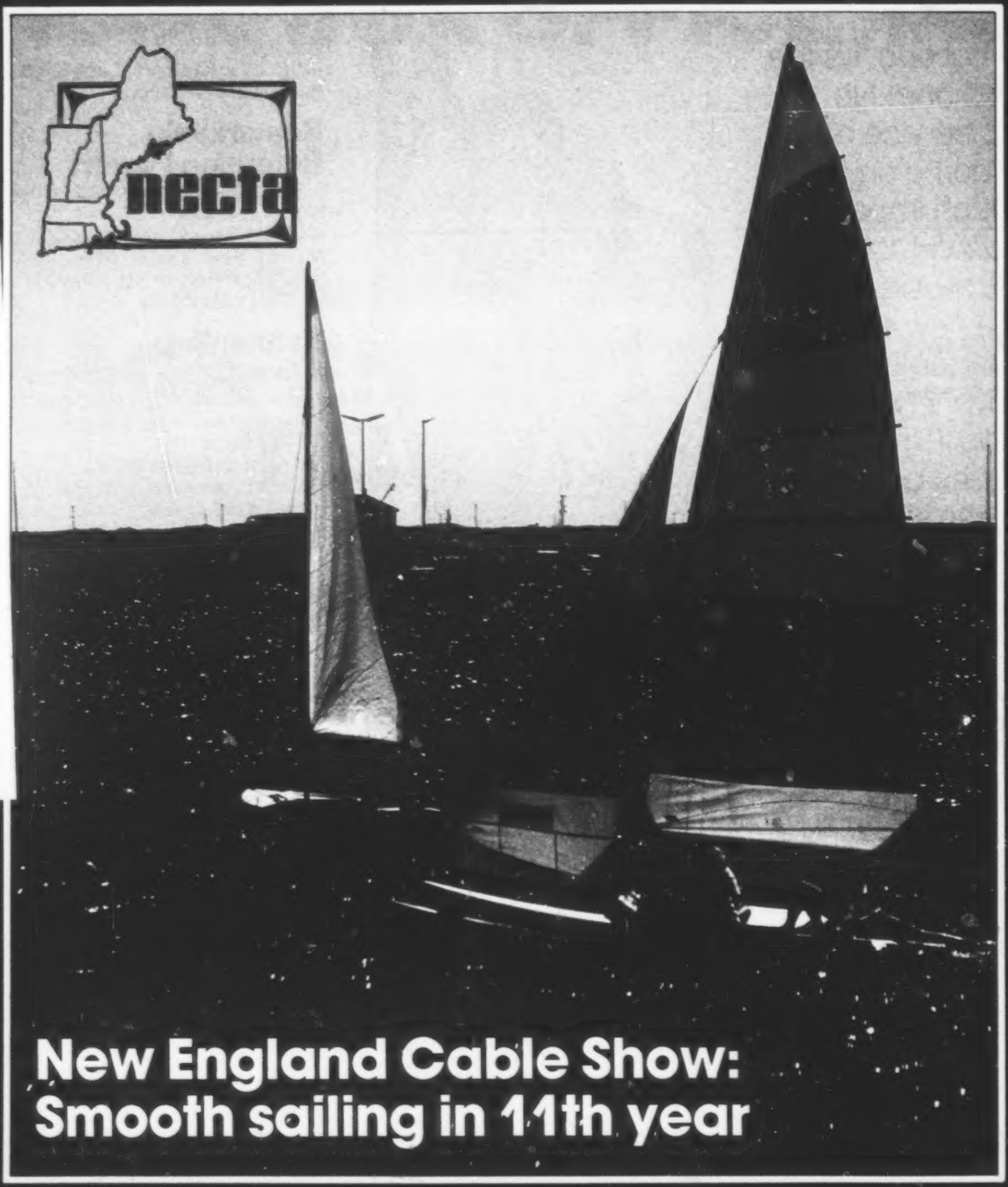

New England Cable Show: Smooth sailing in 11th year

CableVision

Leading the Week

Tribune eyes sale

The Tribune Co. is discussing the possible sale of its cable television subsidiary to Douglas Dittrick, president of the division. The subsidiary has been valued at more than $200 million 11

Financing set for Storer buyout

Storer Communications and Kohlberg Kravis Roberts & Co. have successfully put together a $1.9-billion package for financing KKR's leveraged buyout of the company 11

TCI, ATC form partnership

TCI and ATC have formed a partnership that will take control of a group of cable systems serving more than 110,000 Kansas City-area cable subscribers in 40 communities 12

Jones check-list

A list of ideas operators can use to combat premium cable's subscriber losses has been prepared by Jones Intercable. The list includes suggestions for generating revenue through new sales and retention strategies 12

Favorable action likely

Despite the lack of an official confirmation, the FCC is expected to grant a petition by Cox Cable requesting the FCC pre-empt laws which seek to restrict data transmission services over cable 12

FCC action

The Federal Communications Commission has adopted a Notice of Inquiry to determine its proper role in tender offers and proxy fights 13

Lewis to OMB?

Drew Lewis, Warner Amex Cable Communications president, is among the leading candidates to head the Office of Management and Budget................13

Removed from fee disputes

The FCC was expected to rule that the Cable Communications Policy Act of 1984 removes it from all franchise fee disputes 13

News network

A service known as Sofcast/National Digital Network, will debut this summer over Viacom Cable's system in Seattle. It offers households with personal computers downloaded software programs and a continuous news and information feed through FM cable channels 14

Judge won't stop plan

A Milwaukee County Circuit Court judge has denied a request by Warner Amex to place a permanent injunction which would stop Wisconsin Bell from implementing a MDS system for the Wisconsin Educational Communications Board...15

Harder task for Turner

Ted Turner has admitted that CBS' proposed stock buy-back plan would make it "difficult, if not impossible," for his hostile bid for CBS to succeed..........15

Cleveland field narrows

The contenders for the Cleveland cable franchise are down to two in the wake of the withdrawal of Cleveland Cable from the picture. The city is scheduled to award the 218,000-home franchise July 22..16

Slaight makes deal

Slaight Communications has bought 85 percent of Standard Broadcasting's 5.9 million shares. Purchase price for the deal was about $95 million..............15

Most concessions granted

The Washington, D.C., City Council has passed legislation granting most of the concessions requested by District Cablevision Inc. The council did reject a provision limiting installation costs per revenue producing unit..................17

Complaint ordinance outlined

In wake of Jones Intercable's unilateral rate deregulation in Castro Valley, Calif., the county board of supervisors has passed an ordinance outlining how the firm must handle consumer complaints 18

Refunds ordered

In separate proceedings, the Federal Communications Commission has ruled that utilities in two states charge unreasonable rates for cable television pole attachments. The utilities were ordered to make refunds to the cable operators ...18

Book Channel airs

Envisioned as the forerunner to a possible 24-hour basic cable service, the Book Channel made its debut July 1. The daily hour show, combining marketing, interview and feature elements, is being received in areas of New York, Boston and Chicago......................21

Cover story

A record turnout is expected July 15 when the New England Cable Television Association opens its annual convention in Hyannis, Mass. Over 1,000 industry officials are expected to attend the three-day event.

Feature story

In an environment dominated by conglomerate-type MSOs, there is still an opportunity for enterprising entrepreneurs to acquire cable systems. And while many of the prospects have been gobbled up in the past few years, there remain bargains to be found in "yesterday's systems."

Review 22

CBN's recent presentation of the System ACE Awards was professional in all the wrong ways, according to reviewer Robert DiMatteo. The "pseudo-slick" presentation failed to communicate to viewers the power and potential of local cable.

Departments

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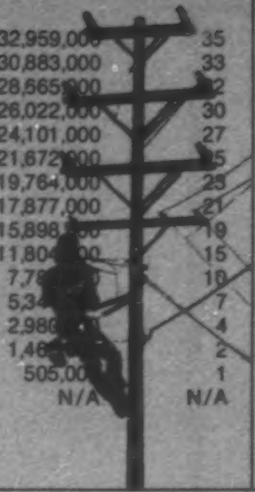
Cable Industry Growth Chart



YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,[illegible]00	[illegible]2
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,[illegible]00	[illegible]5
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,[illegible]	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,[illegible]00	15
1980	77,800,000	37,300,000	18,672,000	24	7,78[illegible]	10
1979	76,300,000	32,700,000	16,023,000	21	5,34[illegible]	7
1978	74,500,000	27,200,000	14,155,000	19	2,980[illegible]	4
1977	73,300,000	24,894,000	13,194,000	18	1,46[illegible]	2
1976	71,114,000	21,989,000	12,094,000	17	505,00[illegible]	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984.
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
Arts & Entertainment	24
BET	20
CBN Cable Network	8
Cinemax (West)	23
CSN (Cable Sports Network)	4
C-SPAN	19
Dodgervision	5
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (West)	13
HTN	16
The Learning Channel	16
Lifetime	17
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
Nickelodeon	1
PTL	2
Reuter Monitor Service	18
Seeburg/Lifestyle Music	3
Showtime (West)	10
SPN	6
The Learning Channel	16
Trinity Broadcasting Network	3
USA Cable Network	9
(during blackout)	22
Video Hits One	15
The Weather Channel	21

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	10
Biznet	6
Bravo	2
Cable Sports Network	3
Home Sports Entertainment	11
Madison Square Garden	6
National Christian Network	7
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
Odyssey	23
The Playboy Channel	12
The Prime of Life Network	7
The Silent Network	16
SportsVision	9
WPIX—New York	19

Westar III (Western Union)	**Transponder**
CNN	5

Westar IV (Western Union)	**Transponder**
Atlantic City Horse Racing	6
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Public Broadcasting Service	15, 17, 21, 23
Texas State Network	2
Word of Faith Satellite Network	6

Westar V (Western Union)	**Transponder**
Fantasy Unrestricted Network (FUN)	24
FUN Weekend Pay-per-view	24
The Meadows Racing Network	22
Pro-Am Sports System (PASS)	14
The University Network	2

Comstar D-4 (AT&T/GTE)	**Transponder**
American Extasy	19
Country Music Television (CMTV)	18
KTVT (Dallas)	22
SelecTV	13

Galaxy I (Hughes)	**Transponder**
CBN Cable Network	11
Cinemax (East)	19
CNN	7
CNN Headline News	8
C-SPAN	13
The Discovery Channel	22
The Disney Channel (East)	4
(West)	24
EPG	3
ESPN	9
GalaVision	20
HBO (East)	23
Home Team Sports	12
Keyfax National Teletext Magazine	18
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
PTL	17
Showtime (East)	5
SIN	6
WGN	3
WOR-TV	16
WTBS	18

Spacenet I (GTE)	**Transponder**
ACTS	15

Aurora F5 (Alascom)	**Transponder**
Alaska Satellite Television Project	24
Learn/Alaska Television Network	20
NASA Contract Channel	13

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator		
1	Tele-Communications Inc	3,660,938	(3/85)
2	American Television and Communications Corp	2,500,000	(2/85)
3	Group W Cable	2,093,794	(3/85)
4	Cox Cable Communications	1,521,667	(3/85)
5	Storer Cable Communications	1,500,000	(3/85)
6	Warner Amex Cable Communications, Inc	1,204,000	(3/85)
7	Continental Cablevision	1,033,000	(4/85)
8	Times Mirror Cable Television, Inc	978,340	(3/85)
9	Newhouse Broadcasting	910,190	(4/85)
10	United Cable Television	806,000	(3/85)
11	Viacom Cablevision	800,000	(4/85)
12	UA Cablesystems Corp	713,000	(4/85)
13	Sammons Communications, Inc	659,716	(4/85)
14	Cablevision Systems Development Co	596,799	(3/85)
15	Rogers Cablesystems, Inc	589,357	(4/85)
16	Comcast Cable Communications	481,000	(3/85)
17	Jones Intercable Inc	473,337	(4/85)
18	Telecable Corp	453,094	(3/85)
19	Heritage Communications, Inc	447,192	(3/85)
20	McCaw Communications	382,000	(3/85)
21	Capital Cities Cable, Inc	375,000	(4/85)
22	Wometco Cable TV, Inc	301,009	(4/85)
23	Centel Cable Television Company	300,000	(4/85)
24	Prime Cable Corporation	292,405	(3/85)
25	Daniels & Associates	287,457	(3/85)
26	TCA Group	270,611	(3/85)
27	Multimedia Cablevision, Inc	268,397	(3/85)
28	American Cablesystems Corporation	258,800	(4/85)
29	Cable Vision Industries	256,342	(3/85)
30	Falcon Cable	245,000	(6/85)
31	MacLean Hunter Cable TV Ltd	244,606	(3/85)
32	Scripps-Howard	234,742	(3/85)
33	TeleScripps	219,714	(3/85)
34	Colony Communications, Inc	213,601	(3/85)
35	Tribune Cable Communications	198,020	(4/85)
36	Rollins Cableview, Inc	194,389	(3/85)
37	Adelphia Communications	194,343	(4/85)
38	Century Communications Corporation	192,023	(8/84)
39	Service Electric Cable T.V., Inc	189,500	(4/85)
40	Communications Service, Inc	179,000	(12/84)
41	Tele-Media	172,438	(8/84)
42	TKR Cable	159,000	(3/85)
43	Western Communications	154,086	(3/85)
44	Cablentertainment	149,873	(4/85)
45	Adams-Russell Communications	143,173	(3/85)
46	Harte-Hanks Communications	140,569	(3/85)
47	McDonald Group	139,585	(12/84)
48	Harron Communications Corporation	132,649	(10/84)
49	Sutton Capital Group	127,098	(3/85)
50	Buckeye Cablevision	121,000	(2/85)
51	Midwest Video Corporation	118,102	(12/84)
52	Harris Cable Corporation	117,827	(3/85)
53	Televents, Inc	111,743	(3/85)
54	Lenfest Group	111,388	(3/85)
55	Armstrong Utilities	110,988	(3/85)
56	Greater Media	103,139	(4/85)
57	Summit Communications, Inc	97,787	(3/85)
58	Communications Systems, Inc	94,655	(4/84)
59	Multi-Channel TV Company	93,657	(3/85)
60	Cencom Cable Associates, Inc	91,587	(4/85)
61	Perry Cable TV Corporation	86,621	(3/85)
62	U.S. Cable Corporation	85,000	(3/85)
63	King Videocable Company	84,929	(3/85)
64	McClatchy Newspapers	83,183	(3/85)
65	The Essex Group	83,000	(6/85)
66	WEHCO Video, Inc	80,199	(3/85)
67	Cable Management Associates, Inc	77,030	(3/85)
68	Palmer Communications, Inc	76,423	(3/85)
69	Sonic Communications	74,316	(4/85)
70	Midcontinent Cable Systems Company	73,887	(3/85)
71	Omega Communications	73,677	(3/85)
72	Booth Communications Company	71,364	(3/85)
73	Susquehanna Broadcasting	69,751	(3/85)
74	Pencor Services, Inc	67,133	(3/85)
75	Acton Corporation	63,274	(1/85)
76	Media General Inc	61,037	(3/85)
77	Clear T.V. Cable Associates, Ltd	59,488	(4/85)
78	Selkirk Communications	58,823	(4/85)
79	Marsh Media	56,745	(3/85)
80	Omni Cable T.V. Corporation	56,718	(3/85)
81	Coaxial Communications	55,471	(3/85)
82	Helicon Corporation	55,000	(4/85)
83	The Daily Press	53,000	(3/85)
84	National Telecommunications Corporation	51,300	(12/84)
85	United Video Management	49,444	(3/85)
86	Masada Corporation	48,700	(3/85)
87	Wisconsin Cablevision and Radio Co., Inc	48,670	(3/85)
88	Simmons Communications	48,386	(3/85)
89	First Carolina Communications, Inc	48,384	(3/85)
90	Communicom	47,694	(1/85)
91	Bresnan Communications	44,664	(3/85)
92	Joseph Gans Cable T.V.	43,838	(3/85)
93	Chambers Communications Corporation	43,303	(3/85)
94	Whitney Communications Corporation	42,805	(3/85)
95	Matrix Enterprises	42,606	(3/85)
96	Northland Communications Corporation	42,500	(4/85)
97	Dowden Communications	42,319	(6/85)
98	Donrey Cablevision	41,586	(3/85)
99	Cable Holdings Inc	40,200	(4/85)
100	New England Cablevision	38,061	(3/85)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	250,415	(3/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	232,950	(3/85)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
5.	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6.	Houston, TX	Warner Amex	185,000	(3/85)
7.	East Orange, NJ	MacLean Hunter	172,246	(3/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10.	Tulsa, OK	United Cable	134,989	(4/65)
11.	Cincinnati, OH	Warner Amex	133,000	(3/85)
12.	Englewood, CO	United Cable	125,406	(3/85)
13.	Cherry Hill, NJ	New York Times	123,134	(4/85)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,642	(3/85)
16.	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17.	Erie County, NY	Prime Cable	114,908	(4/85)
18.	Tidewater (Norfolk), VA	Cox Cable	113,888	(3/85)
19.	San Jose, CA	Gill Industries	106,724	(4/85)
20.	Memphis, TN	ATC	106,300	(12/84)
21.	Jacksonville, FL	Continental	106,000	(3/85)
22.	Austin, TX	ATC	102,500	(12/84)
23.	Seattle, WA	Group W	101,844	(3/85)
24.	Charlotte, NC	ATC	101,700	(12/84)
25.	San Juan, PR	Harris Cable	101,411	(3/85)
26.	Toledo, OH	Buckeye Cablevision	100,233	(4/85)
27.	Central Islip (Long Island), NY	Viacom	99,828	(3/85)
28.	Manhattan, NY	Group W	99,341	(3/85)
29.	Jefferson Parish, Kenner, LA	Cox Cable	93,666	(3/85)
30.	San Diego, CA	ATC	92,100	(12/84)
31.	San Francisco, CA	Viacom	89,000	(4/85)
32.	Warren, NJ	TKR	88,470	(3/85)
33.	Los Angeles, CA	Falcon Communications	88,137	(2/85)
34.	Wilmington, DE	Rollins Cableview	86,432	(3/85)
35.	Grand Rapids, MI	UA Cablesystems	86,000	(4/85)
36.	Seattle, WA	Viacom	85,000	(4/85)
37.	Wichita, KS	Multimedia Cablevision	83,985	(3/85)
38.	Jackson, MS	ATC	80,700	(12/84)
39.	Dallas, TX	Warner Amex	80,000	(3/85)
40.	Pompano Beach, FL	American Cablesystems	77,700	(4/85)
41.	Pittsburgh, PA	TCI	77,541	(4/85)
42.	Broward County, FL	Storer	76,000	(3/85)
43.	Phoenix, AZ	Times Mirror	75,638	(2/85)
44.	Boston, MA	Cablevision	75,524	(3/85)
45.	Baton Rouge, LA	Daniels & Associates	74,820	(3/85)
46.	Clearwater, FL	Vision Cable	74,500	(4/85)
47.	New Orleans, LA	Cox Cable	73,766	(3/85)
48.	Indianapolis, IN	Indianapolis Cablevision	72,496	(4/85)
49.	Tacoma, WA	Cable TV of Puget Sound	72,044	(4/85)
50.	Flint, MI	Comcast	72,000	(3/85)
51.	Richmond/Henrico County, VA	Continental	70,700	(3/85)
52.	South Texas, TX	Heritage	70,130	(3/85)
53.	Greensboro, NC	ATC	69,200	(12/84)
54.	Jefferson County, KY	Storer	69,000	(3/85)
55.	Cleveland Heights, OH	Viacom	69,000	(4/85)
56.	South Bend, IN	Heritage	68,347	(3/85)
57.	Santa Monica, CA	Group W	67,863	(3/85)
58.	Louisville, KY	Times Mirror	67,855	(3/85)
59.	Omaha, NE	Cox Cable	66,592	(3/85)
60.	Raleigh, NC	ATC	65,800	(12/84)
61.	Nashville, TN	Viacom	65,000	(4/85)
62.	Kansas City, MO	ATC	64,800	(12/84)
63.	Columbus, OH	Warner Amex	64,679	(3/85)
64.	St. Petersburg, FL	Group W	63,802	(3/85)
65.	Akron, OH	Warner Amex	63,562	(3/85)
66.	Buffalo, NY	TCI	63,220	(11/84)
67.	Boston Complex (Malden), MA	Warner Amex	63,130	(3/85)
68.	Worcester (Leicester), MA	Greater Media	63,073	(3/85)
69.	Oklahoma City, OK	Cox Cable	62,726	(3/85)
70.	Syracuse (suburbs), NY	NewChannels Corp.	62,463	(4/85)
71.	Fayetteville, NC	ATC	62,100	(12/84)
72.	Allentown, PA	Service Electric	62,000	(4/85)
73.	El Paso, TX	Group W	61,483	(3/85)
74.	Hartford, CT	Times Mirror	61,440	(3/85)
75.	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,285	(3/85)
76.	Madison, WI	TCI	61,257	(4/85)
77.	Monterey, CA	Western Communications	60,656	(3/85)
78.	Santa Barbara, CA	Cox Cable	60,616	(3/85)
79.	Mt. Prospect, IL	Cablenet	60,000	(3/85)
80.	Sarasota, FL	Storer	60,000	(3/85)
81.	Birmingham, AL	ATC	59,400	(12/84)
82.	Snohomish County, WA	Viacom	59,000	(4/85)
83.	Ft. Worth, TX	Sammons	59,000	(4/85)
84.	Harrisburg, PA	Sammons	58,647	(4/85)
85.	Bridgeport, CT	Cablevision Systems/ Scripps Howard	58,525	(3/85)
86.	Las Vegas, NV	Times Mirror	58,402	(3/85)
87.	New Britain, CT	United Cable	58,282	(12/84)
88.	New Haven, CT	Storer Scripps-Howard	58,000	(3/85)
89.	Des Moines, IA	Heritage	57,918	(3/85)
90.	Indianapolis, IN	ATC	57,100	(12/84)
91.	West Palm Beach, Fla.	Group W	57,067	(3/85)
92.	Stamford (Fairfield), CT	Cablevision Systems Development	56,321	(3/85)
93.	Knoxville, TN	TCI	56,303	(1/85)
94.	Albany, GA	Storer	56,000	(3/85)
95.	Binghamton, NY	NewChannels Corp.	55,687	(4/85)
96.	Shreveport, LA	ATC	55,500	(12/84)
97.	Knoxville, TN	TeleScripps	55,500	(4/85)
98.	Columbus, OH	Coaxial Communications	55,451	(3/85)
99.	Chattanooga, TN	TeleScripps	55,284	(3/85)
100.	Westchester County (New Rochelle), NY	UA Cablesystems	55,000	(4/85)

C4722-2

- American Express puts W-A buyout offer on the table
- NCTA move to start scrambling co-op gathers steam
- TVSM and 'On Cable' to merge
- New England Show draws record crowd

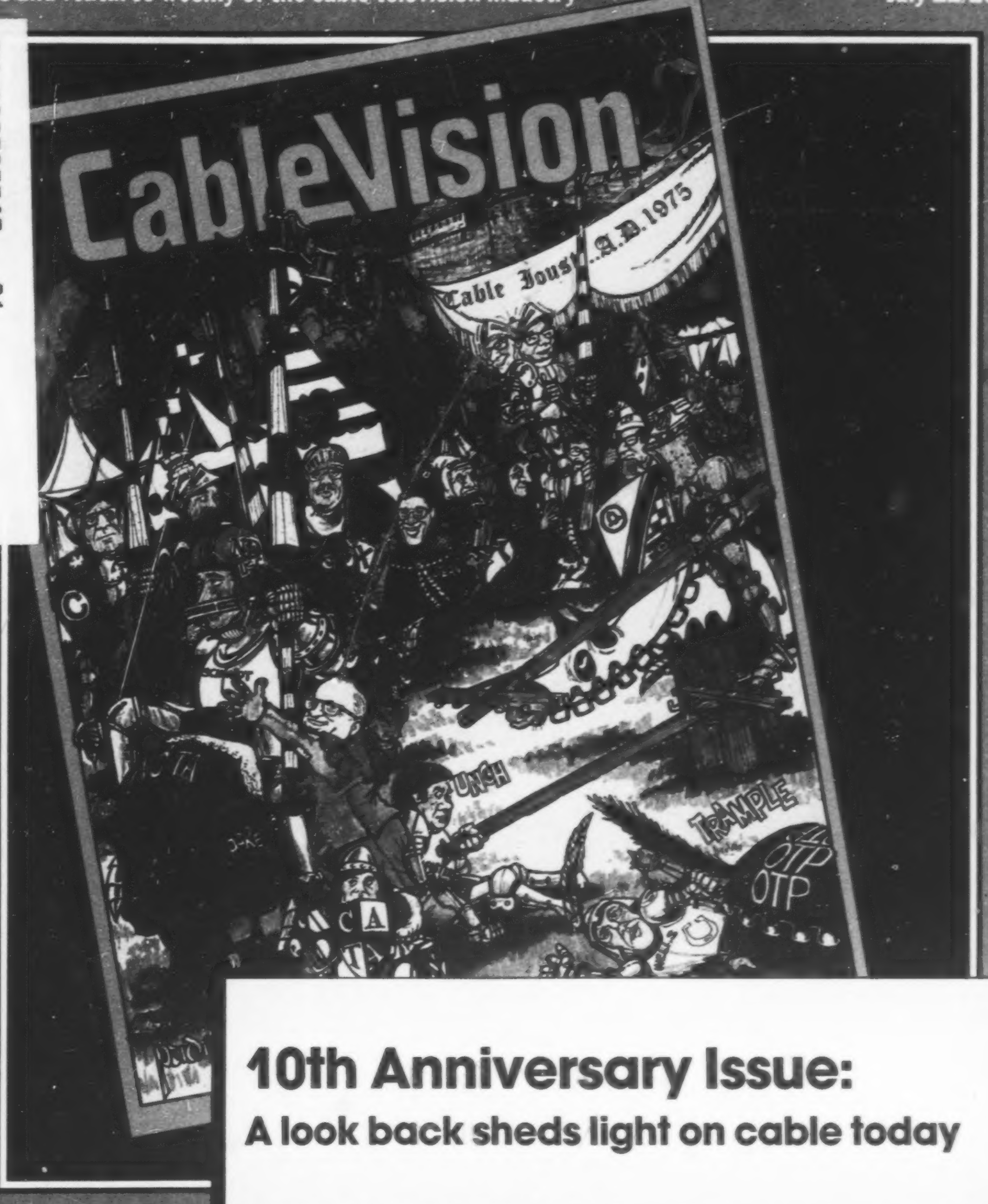
Comcast unveils Storer purchase plan

CableVision™

The news and features weekly of the cable television industry

July 22/29, 1985

CV 000209348 01
ACQUISITIONS EDITOR
CONGRESSIONAL INFO SVC
4520 EAST WEST HIGHWAY
BETHESDA MD 20814


CableVision
Cable Joust A.D. 1975
PUNCH
TRAMPLE
OTP
OTP
NCTA

10th Anniversary Issue:

A look back sheds light on cable today

CableVision

Leading the Week

Storer saga continues

Comcast Corp. has announced a $2.1 billion offer to acquire Storer Communications—the nation's fourth-largest cable system operator. Just a week ago, Storer and Kohlberg Kravis Roberts & Co. put in place a $1.9-billion financing package in a leveraged buyout deal with Storer 11

D.C. suit threatened

A losing bidder for the Washington, D.C., cable franchise is threatening to file suit over franchise modifications tentatively approved by the city council. District Cablevision Inc., the franchise winner, recently requested scalebacks totaling more than $32 million 11

American Express bids for W-A

American Express, exercising the buy-sell provision in its agreement with Warner Communications after receiving permission from ATC and TCI, has offered to buy out Warner's 50 percent interest for $450 million cash 12

Publication merger

A merger by the end of the summer is planned for *On Cable* magazine and TVSM's *The Cable Guide*. Together, the publications will reach 7 million readers. One competitor described the merger as one of "two beached whales." 12

NCTA co-op proposal

The National Cable Television Association has proposed an NCTA-driven cooperative to scramble satellite-delivered cable programming services and distribute them to backyard dish owners 16

CRT saga continues

The Reagan Administration apparently has decided upon its nominees to fill the three vacancies on the Copyright Royalty Tribunal. Meanwhile, testimony on Capitol Hill continued to cast doubts on the future of the agency..................16

Convention theme

A record 1,500 cable industry officials gathered in Hyannis, Mass., last week for the annual New England Cable Television Association convention. The theme underscoring the entire convention was customer service...............18

Viewership up

The average prime time viewership of Home Box Office rose 35 percent from May to June. The nation's leading pay service registered a prime time average 12.4 percent rating and 20 share 20

Amazing feat for MTV

MTV's cablecasting of all 16 hours of the Live Aid concert from Philadelphia and London helped raise $70 million for hunger relief in Africa and also accomplished "an amazing technological feat. . . . (and) the greatest rock spectacle in rock history." 20

Janas quits

John Janas has stepped down as president of The Weather Channel after 17 months at the helm. Michael Eckert, the service's advertising sales vice president, will assume Janas' post 26

Cooke offer

Jack Kent Cooke has announced a hostile tender offer for Multimedia. The bid is valued at $1.17 billion, or $70.01 per share. The company's own reorganization offer has been valued at up to $54 per share.................................26

TCI drops challenge

Tele-Communications Inc. has discontinued its legal battle with the United States Air Force to wire Homestead Air Force Base in Key West, Fla. The move comes despite a court ruling extending cable's rights to military bases 26

Bids for Palo Alto

Palo Alto, Calif., his reached agreements in principle with Cable Communications Cooperative and City Cable Partners, bidders for the franchise here. The two proposals will be heard before the city council...........................28

VCRs key problem

Speaking to the Southern California Cable Association, TCI's John Sie has warned that videocassette recorders are the major factor in the slowdown affecting the pay cable industry 28

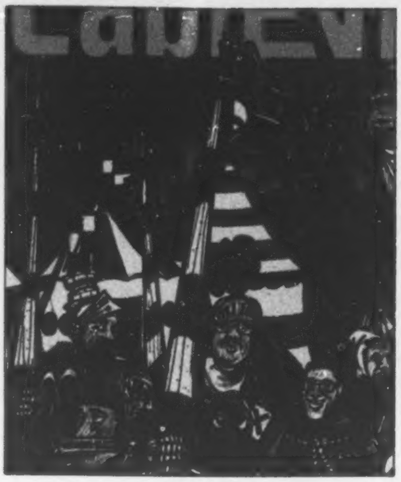
RFRPs advance

A city council subcommittee in Los Angeles has approved a plank for the city's upcoming Request for Renewal Proposals...32

Top ratings

June 18 was a landmark date for Black Entertainment Television, as it recorded its highest Neilsen primetime ratings ever.......................................32

About the cover



In recognition of our 10th year of publication, *CableVision* reprints its inaugural cover by Boulder artist Rob Pudim.

Feature stories

Highlighting our 10th anniversary issue is an expanded feature story section, which includes:

Regulatory struggle: a look at the cable industry's effort to chip away at regulatory reins. (page 49)

The beginning: thanks to an electronic wizard, the town of Astoria, Ore., holds a vital spot in the history of cable television. (page 60)

Pictorial review: a recap of significant events in the industry as they appeared throughout the 10 years of *CableVision*. (page 64)

Reflections: with insight only their years of experience can provide, several industry trailblazers look back on a decade of triumph and travail. (p. 82)

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Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	182	2,955,000
Arts & Entertainment	2,000	12,500,000
Black Entertainment Television (BET)	432	9,033,719
Cable News Network (CNN)	7,780	32,262,000
CNN Headline News	2,403	16,284,000
C-SPAN	1,900	21,000,000
CBN Cable Network	5,551	29,715,000
Country Music Television	314	4,900,000
The Discovery Channel	400	8,000,000
ESPN	10,560	36,500,000
Eternal Word Television Network(EWTN)	232	2,400,000
Family Guide II Network	6	90,000
Financial News Network (FNN)	1,050	18,100,000
The Learning Channel	661	5,735,700
Lifetime	2,400	24,900,000
Modern Satellite Network (MSN)	510	10,620,000
Music Television (MTV)	3,100	26,200,000
The Nashville Network	2,250	22,160,000
National Christian Network (NCN)	91	1,333,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	3,800	24,900,000
Odyssey	NA	NA
PTL The Inspirational Network	1,200	13,000,000
Satellite Program Network (SPN)	525	11,800,000
Silent Network	242	7,200,000
SIN Television Network†	348	29,405,100
Trinity Broadcasting Network	409	5,772,000
USA Network	4,200	29,700,000
Video Hits One	423	5,500,000
The Weather Channel	1,630	17,000,000
WGN-TV	6,515	15,714,000
WOR-TV	1,378	5,231,220
WPIX-TV	152	1,385,000
WTBS-TV	8,656	33,111,000

Pay services		
American Extasy	4	40,000
American Movie Classics	90	235,000
Bravo	210	335,000
Cinemax	3,200	3,333,000
The Disney Channel	2,300	1,800,000
GalaVision	230	160,000
Home Box Office (HBO)	6,900	14,500,000
Home Theater Network (HTN)	400	300,000
Showtime	3,200	5,400,000
The Movie Channel	2,900	3,200,000
The Nostalgia Channel	55	175,000
The Playboy Channel	550	800,000

Audio services		
Cable Radio Network	13	1,000,000
Lifestyle	125	2,400,000
Moody Bible Institute	47	600,639
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo, Inc.	80	930,000
Studioline	NA	NA
WFMT Chicago	158	1,041,000

Text services		
AP News Cable	350	4,000,000
AP News Plus	6	145,000
Cable Sportstracker	5	275,000
Dow Jones Cable News	170	2,372,784
Electronic Program Guide (EPG)	235	4,484,000
Genesis Storytime	20	630,000
Reuters News View	325	3,250,000
TV Decisions	106	2,826,401
UPI Data Cable	450	4,000,000
X'Press	NA	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	6	4,655
Nippon Golden Network	7	8,400
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	13	460,000
The Ecumenical Channel	6	148,000
KTVT	46	1,074,000
Life Newsvision	24	36,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	1	116,000
Newsday Cable	1	240,019
Texas Cable Network	12	730,000

Pay services		
Dodgervision	28	NA
Home Sports Entertainment—Houston/Dallas	78	130,000
Home Team Sports	47	83,000
New England Sports Network	72	53,279
PRISM-Philadelphia	88	375,000
Pro-Am Sports	84	102,000
The Superchannel	NA	NA
SportsChannel (New England)	63	95,000
SportsChannel (New York)	45	400,000
SportsVision (Chicago)	22	105,000
Z-Channel	21	95,000

Announced services

Regional services	Expected Launch
Box Seat	4th Quarter 1985

Satellite-fed services	
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cabletix	TBA
The Choice Channel	11/85
Discovery Computer Network	9/85
Discovery Financial Network	9/85
Discovery Music Network	3rd Quarter 1985
El Canal Musical	4th Quarter 1985
Electronic Program Guide, Jr.	3rd Quarter 1985
Ethnic Radio Networks	3rd Quarter 1985
The Exchange	4th Quarter 1985
Home Shopping Network	7/85
International Business Network	3rd Quarter 1985
Magicable	TBA
Movie Time	9/85
Pay-Per-Movie Network	4th Quarter 1985
Private Ticket (Playboy)	7/85
Satellite Concert Network	TBA
Showtime/TMC Pay-Per-View Network	3rd Quarter 1985
United Satellite Network	3rd Quarter 1985

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.
NA denotes not available.
TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 3,860,500.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers currently on basic cable networks.

A&E
AT&T (R)
Baldwin Pianos (R)
Dean Witter (R)
Ford (R)
GM (R)
Hong Kong Tourism (R)
IBM (R)
Kodak (R)
Merrill Lynch (R)
Paul Masson (R)
Psizer (R)
Schwepps (R)
Tourism of Thailand (R)
Time Inc. (N)
Volvo (N)

BET**
Ajay Enterprises (N)
Adolph Coors (R)
American Beauty Products (R)
Anheuser-Busch (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
Johnson & Johnson (R)
KFC Corp. (R)
Kraft (R)
M&M Products Co. (N)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Pro Care (N)
Proctor & Gamble (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Soft Sheen Products (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps (R)
U.S. Postal Service (R)
Venue De Milo (N)
Warner Lambert (R)
William Wrigley, Jr. (R)

CBN Cable Network
Best Western Motels (N)
Bio Products (N)
Campbell's Soup (R)
General Foods (R)
Gillette (N)
Kent Collectibles (N)
Lane Furniture (N)
Lennox Air Conditioning (N)
Nabisco (R)
Nestle (R)
Pepsico (R)
Peter Pan (R)
TV Guide (R)
USA Today (R)
Wet Ones (N)

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (N)
Gannett (N)
General Instrument (R)
GM (R)
M/A-COM (R)
McDonnell Douglas (R)
Time (R)
Times Fiber (R)

Dow Jones Cable News
American Express (R)
Charles Schwab (R)
Consumer Reports (R)
Golf Digest (R)
Smithsonian Magazine (R)
Standard & Poor's (R)
Tennis magazine (R)
Travelers Equity Sales (N)
Zions First National Bank (R)

ESPN
Arby's (N)
AT&T (R)
Brut (R)
Chevrolet (R)
Dana (N)
Gatorade (N)
Gillette (R)
Hartmarx (N)
McDonald's (R)
Microleague Baseball (N)
Picadilly Restaurants (N)
The Playboy Channel (N)
Quaker State (R)
Ricoh (R)
Sears (R)
Sherwin-Williams (R)
Suzuki (R)
Tri-Star Pictures (R)
U.S. Air (N)
Valvoline (R)
Western Union (R)

FNN
Avis (R)
AT&T (R)
Charles Schwab (R)
Chrysler (R)
Dow Jones (N)
Emery (R)
Ford Corporation (R)
GMAC (R)
GM Corporation
Hayes Corporation (R)
Hong Kong Tourist Bureau (N)
Internorth (N)
ITT (R)
Kansas City Board of Trade (R)
Merrill Lynch (N)
Nynex (N)
Quick and Reilly (R)
United Airlines (R)
Wall Street Journal (R)
Xerox (R)
Zion Banking (R)
Zweig Forecast (R)

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Courage To Be Rich (R)
Family Computing (R)
Financial Inquiry (R)
Living Classics (R)
Malcolm E. Smith (R)
Microwave Cookbook (R)
National Cellular Radio (R)
Scientific-Atlanta magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)
World Communications (N)

Modern Satellite Network
American Motors (R)
Anheuser-Busch (R)
California Raison Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes Benz of North America (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
Upjohn (R)
U.S. Army Corps of Engineers (R)
Washington State Apple Commission (R)
World Book (R)

SPN†
American Artist Magazine
Asia Society
AT&T
Bank Hapoalim
Bayer
Best Western
Business Times
Casio
China Beer
Clorox
Coca-Cola
Cone Thread
Continental Airlines
Dow Jones
El Al
ESTV Tours
Evenflo
Fisher Price
Gerber
Grolsch Beer
Heinz
Hertz Rent-a-Car
Kimberly Clark
Kodak
Lakes Illustrated
Los Angeles Bank
National Insurance
New Zealand Railways
New Zealand Tourism Commission
Ranger Boats
Rubbermaid
Scott Paper
Sears Roebuck & Co.

The Silent Network
Campbell's Soup (R)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)
Ultratec TDD (R)

The Weather Channel
AllState (R)
AMC (R)
AT&T (R)
Prudential Bache (R)
Warner Lambert (R)
Borden (R)
Proctor & Gamble (R)
Dannon Yogurt (R)
Thompson Medical (R)
Armour Dial (R)
S.C. Johnson (R)
Emerson Quiet Kool (R)
Quaker Oats (R)
Union Carbide (R)
Eastman Kodak (R)
Kraft (R)
Michelin Tires (R)
Pepsi (R)
Ralston Purina (R)
Sears Roebuck (R)
Clorox (R)
United Airlines Cheeseborough Ponds (R)
American Home Products (R)
Sara Lee Inc. (N)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
**Listing includes dated information.
Source: Advertising clients are provided by the program services to International Thomson Communications Inc.

C4722-2

- Patience advised in wake of must-carry victory
- Data service barriers may soon fall, despite some Congressional dissent
- Industry scrambling picture getting murkier
- Rollins suit threat poses challenge to Philadelphia franchise process

Customer service: Automation taking hold

CableVision™

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August 5, 1985

CV 000209349 01
ACQUISITIONS EDITOR
CONGRESSIONAL INFO SVC
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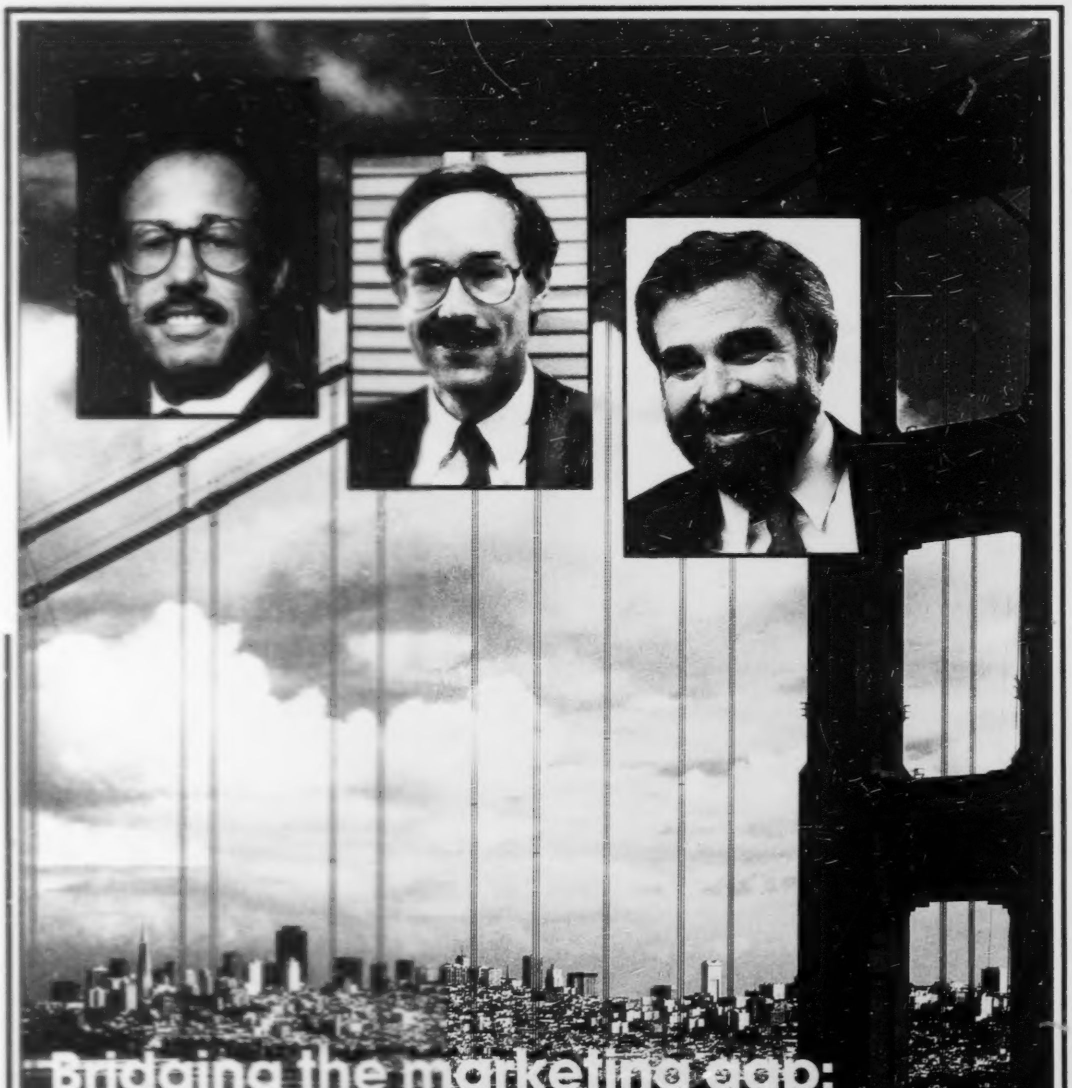
BETHESDA MD 20814



Bridging the marketing gap: Is CTAM on the right track?

Leading the Week

New policy ahead?

A new federal policy could be on the horizon that would prevent states from barring the entry of cable into the data communications field. An approaching FCC ruling is expected to ensure open access to the business communications market. 11

Must-carry ruling

Industry officials caution against overreacting to the U.S. Appeals Court's ruling on must-carry, since it is uncertain how long it will take for the repeal to become effective. 11

Change in direction

EventTeleVision will change the focus of its pay-per-view venture from one focusing on special event programming to one driven by "early window" movies. The consortium has not yet signed on any systems, but is expecting to have 60 affiliates signed by the venture's launch in February 13

Cleveland awards franchise

The Cleveland City Council has voted to give its cable franchise to North Coast Cable, a company which has agreed to hire Ohio Bell to build the 1,000-mile system Ohio Bell's participation will make the telco only the third local telephone company in recent years to have a key role in building an urban cable system. 13

OCI offer

An investment group has made a tentative bid to purchase Oak Communications Inc., from Oak Industries. The offer is in excess of $20 million 13

Suit threat in Philadelphia

Rollins Cablevision has threatened to sue Philadelphia if the city goes ahead with its plans to sign final franchise contracts with three companies without signing a similar one with Rollins 13

CTAM convention

Translating rhetoric into action is the focus of the Cable Television Administration and Marketing Society's upcoming convention in San Francisco. Some 900 cable officials are expected for the conference on "Bridging the Gap from Strategy to Reality 16

Fabian deadline

The Choice Channel has stopped accepting sign-ups for upcoming *Fabian's Good Time Rock 'n Roll Show*. The pay-per-view offering will reach 2.7 million subscribers via 72 systems. 18

Hockey move

Coverage of the National Hockey League, a property of the USA Network since 1982, will be carried by ESPN this season. The all-sports network is paying $24 million for rights to the multi-year package. 18

Suit in D.C.

District Telecommunications Development Corp., the losing bidder for the Washington, D.C., cable franchise, has filed a $23 million lawsuit against the franchise winner and its major financial backer. 19

CCI sets strategy

The Council for Cable Information's executive committee has approved a creative strategy for the group's $12 million media campaign in 1986. 19

Scrambling consortium rumored

TBS, MTV Networks, ESPN and Group W Satellite Communications have agreed to market a package of basic services to home TVRO owners. 20

USA pre-scrambling charge

USA Network will institute a $25 fee for home earth stations users. 20

Storer chooses

Officials from Comcast were "amazed and disappointed" after their offer to purchase Storer was rejected in favor of a revised buyout plan from Kohlberg Kravis Roberts & Co. 22

TBS bid over?

Between court and FCC decisions, it appears Turner Broadcasting System's bid for control for CBS has been squashed. However, TBS claims it will continue its struggle. 22

Mid-America director speaks

The Mid-America Cable Cooperative has hit the 300,000-subscriber mark, Executive Director Mike Pandzik announced during his ongoing tour of state association meetings 24

Arbitron delays test

Arbitron has postponed its pilot test of "people meters," devices that measure what is on television and who is watching 28

About the Cover

PHOTO COURTESY OF THE SAN FRANCISCO VISITORS BUREAU

San Francisco is hosting the CTAM '85 Conference August 4-7. Pictured left to right on the cover are Victor Parra, executive director; Charles Townsend, conference chairman; and Gary Weik, president.

Management 32

Manufacturers of automated telephone answering equipment stand to be the key beneficiaries as the cable industry strives to improve customer service and enters full-tilt into the pay-per-view arena.

System Profile 34

Taking over a cable system plagued by problems ranging from the physical plant to customer service is, indeed, a challenge. For Daniels & Associates, such a rebuilding job is ahead with its recently-purchased system in Redlands, Calif.

Review 30

Reviewer Bob DiMatteo describes the media's coverage of the Live Aid concert as being a combination of "capitalism and charity," despite Billy Graham's charge of "rape."

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WTBS, USA maintain leads on Nielsen list

NEW YORK—WTBS and USA Network maintained their one-two standing on A.C. Nielsen's list of rated basic cable networks in May, one of four months throughout the year designated as "sweeps" periods by Nielsen and fellow television research firm Arbitron.

However, the rating, share and household delivery statistics for both networks were down from levels reached in the last such period three months earlier, according to the latest Nielsen data. No surprise there, industry experts point out, since overall television viewership is normally lower in May than in February.

The Atlanta superstation clocked a 1.9 rating and 6 share for the month, averaging 661,000 households per minute over a 24-hour period. Compared with February figures, WTBS and USA kept their share levels but dropped two rating points and about 52,000 homes apiece.

Turner Broadcasting's Cable News Network and Headline News, combined into one Nielsen meter report as of several months ago, registered a 0.7 rating and 2 share, and delivered 244,000 homes. In separate results last February, CNN recorded a 0.6 rating and 2 share (194,000 households), while Headline News posted a 0.4 rating and 1 share (61,000 households).

Of the basics releasing May counts, The Nashville Network was the only service getting increased household delivery over February, picking up about 9,000 homes.

May Nielsen rating breakdowns for MTV, Nickelodeon, Financial News Network and The Weather Channel, all of whom receive reports from the company on a quarterly basis, were not available. Late last week, MTV reported that it had averaged a 0.8 rating and 3 share on a 24-hour basis over the last three months, while Nickelodeon averaged a 0.8 rating and 2 share for its 7 a.m.-8 p.m. programming during the same time frame. Nickelodeon's rating does not cover the MTV Networks Inc. service's *Nick at Nite* bloc that premiered more than a month ago; the amount of subscribers able to view that daypart is below Nielsen's minimum requirement for regular tracking.

Lifetime, cracking the Nielsen reports for the first time last March with a 0.3 rating and 1 share (*CV, 4/15/85, p. 25*), will release its May results in a few weeks. Network officials said Nielsen is reformatting its reporting system to accommodate specialized numbers on *Doctor's Sunday*.

Eight of the top 10 basic cable series rated by Nielsen in May belonged to WTBS, leading off with *Georgia Championship* (Wrestling)'s 4.3 rating and 1.4 million average household delivery. Another mat action series, *All American Wrestling*, was USA's entry on the list, and CBN Cable was represented by *Wagon Train* reruns.

February and May 1985 seven-day, 24-hour average audience ratings and household delivery

February 1985

Network	Rating	Share	HH Delivery
WTBS	2.1	6	713,000
USA	1.0	3	297,000
*Nickelodeon	1.0	3	246,000
CBN	0.9	3	252,000
MTV	0.9	2	229,000
ESPN	0.7	3	250,000
CNN	0.6	2	194,000
**TNN	0.5	1	110,000

May 1985

Network	Rating	Share	HH Delivery
WTBS	1.9	6	661,000
USA	0.8	3	245,000
CNN/Headline	0.7	2	244,000
ESPN	0.6	2	220,000
CBN	0.7	2	208,000
**TNN	0.5	1	119,000
MTV	NA		
*Nickelodeon	NA		
Lifetime	delayed		
FNN	NA		
TWC	NA		

*—7 a.m.-8 p.m.
**—9 a.m.-3 a.m.

Source: A.C. Nielsen data

Arbitron delays Denver testing of 'people meters'

DENVER—A pilot test of Arbitron "people meters"—devices said to measure not only what is on television, but who is watching, as well—has been postponed indefinitely because of mechanical difficulties.

Arbitron was to have installed some 200 homes in Denver by mid-summer, but a spokesperson in New York said that so far only "two or three' were working.

Described as a "totally new way to measure television audiences," the ScanAmerica people meter was on display at the national cable show in Las Vegas, Nev. It differs from conventional measurement tools in that each viewer is given a personal code and must periodically check in while watching the set.

As an adjunct to the experiment, subjects' product purchases would be tracked by means of an electronic data scan wand capable of reading universal product codes. Theoretically this would allow television stations and cable operators to make direct correlation between television viewing and buying habits.

—Victoria Gits

CABLE STATS

Film product comparison—August

Film	Pay Networks					Distributor
Adventures of Buckaroo Banzai	HBO		TMC			20th Century-Fox
Adventures of Marco Polo		(ST)	(TMC)		MAX*	S. Goldwyn
Against All Odds	(HBO)	(ST)	(TMC)		MAX*	Columbia
All That Jazz			TMC		(MAX)	20th Century-Fox
All the Right Moves	HBO				(MAX)	20th Century-Fox
Andersonville Trial, The				HTN		TEN
Angel					MAX*	New World
Aphrodite		ST				Atlantic TV
Apocalypse Now		ST			MAX	MGM/UA
Banjo, the Woodpile Cat	HBO					Banjo Productions
Barn Burning		ST				Cinema Signal
Being There			TMC		MAX	Lorimar
Bells Are Ringing			(TMC)	HTN*		MGM
Bishop's Wife, The			TMC*		(MAX)	Goldwyn
Bitter Harvest			TMC		MAX	Viacom
Black Stallion Returns, The		ST	(TMC)	(HTN)		MGM/UA
Bobby and Sarah	HBO					Multimedia Ent.
Brady's Escape	HBO		(TMC)	(HTN)		Satori
Brian's Song	HBO				(MAX)	Columbia
Broadway Danny Rose	(HBO)				MAX*	Orion
Buddy System, The	(HBO)		(TMC)	(HTN)	MAX	20th Century-Fox
Cannonball Run II	HBO	ST	TMC			Warner Bros.
Catherine & Co.		ST	(TMC)			Film Gallery
Challenge for Robin Hood			TMC			Warner Bros.
Champions					MAX*	Embassy
Chattanooga Choo Choo	(HBO)		TMC			April Fools
Children of the Corn					MAX	New World
Cloak and Dagger	HBO	ST	TMC	HTN		Universal
College	HBO					Rainbow TV Works
Come and Get It		(ST)	TMC		(MAX)	Goldwyn
Coney Island					MAX	20th Century-Fox
Crisis			TMC*			MGM/UA
Curtains			(TMC)		MAX	Simcom
Damien, Omen II	(HBO)		(TMC)		MAX	20th Century-Fox
Das Boot			TMC			Columbia
D.C. Cab	HBO				(MAX)	Universal
Dead Zone		ST*				Paramount
Deadly Force					MAX*	Embassy
Deal of the Century	HBO	(ST)	(TMC)	HTN*	(MAX)	Warner Bros.
Death Wish II			TMC			Viacom
Doctors and Nurses		ST	(TMC)			Satori
Draw!	HBO					Wholestar Productions
Dr. Detroit		(ST)	TMC		(MAX)	Universal
Dreamscape	HBO	ST	TMC			20th Century-Fox
Eddie and the Cruisers	(HBO)			(HTN)	MAX	Embassy
Eddie Macon's Run	HBO		(TMC)	(HTN)	(MAX)	Universal
Electric Dreams	(HBO)		TMC*	(HTN)		MGM/UA
Enchanted Journey				HTN		Film Gallery
Entre Nous			TMC*			MGM/UA
Executioner's Song					MAX*	Viacom
Fame	HBO				(MAX)	MGM/UA
Final Option, The	HBO		TMC			MGM/UA
Fighting Back			TMC			Paramount
Fleshburn		ST			MAX	Crown
Footloose		(ST)	TMC			Paramount
French Postcards			TMC			Paramount
Friendly Persuasion	HBO					Lorimar
Friends for Life				HTN		Corinth
Front, The	HBO					Columbia
Funny Lady				(HTN)	MAX*	Columbia
Gabriella					MAX	MGM/UA
Gandhi	HBO	(ST)	TMC*	HTN*	(MAX)	Columbia
Gang's All Here, The			TMC			20th Century-Fox
Gang That Couldn't Shoot Straight, The		ST				MGM/UA
Gaslight		(ST)		HTN*		MGM
Get Crazy					MAX	Embassy
Give a Girl a Break		ST				MGM/UA
Goldy-Last of the Golden Bears	HBO	(ST)				NU-Image Films
G'Ole				HTN		Warner Bros.
Grand Baby	HBO	(ST)				Rainbow TV Works
Gulag	HBO*					Lorimar
Hair			TMC*			MGM/UA
Haircut, The				HTN*		Universal
Hanky Panky	HBO					Columbia
Halloween			TMC		(MAX)	Compass Int'l
Hanover St.	(HBO)				MAX	Columbia
Hardcore				(HTN)	MAX	Columbia
Haunting of Harrington House		ST				Coe Films
Heat and Dust	(HBO)	ST				Universal
Hercules		(ST)	TMC*			Viacom
History of the World Pt. I					MAX	20th Century-Fox
Hockey Night	HBO					Cinar Films
Home From the Hill					MAX	MGM/UA
Hopscotch					MAX	Embassy
Hurricane	(HBO)		TMC*			Paramount
Ice Pirates	(HBO)	(ST)	(TMC)	(HTN)	MAX	MGM/UA
If You Could See What I Hear	(HBO)	ST*				The Movie Store
In Which We Serve			TMC			Janus
It's No Crush, I'm In Love	HBO					LCA
Jaws III	(HBO)		(TMC)	HTN	(MAX)	Universal
Joy of Flying		ST*				K-Pay
Joysticks		ST*				Simcom
Kind Lady		ST				MGM/UA
Lady Vanishes, The					MAX	New Century
Last of the Red Hot Dragons	HBO					Telepictures
Leave 'em Laughing					MAX	Viacom
Lightning Swords of Death					MAX	Columbia
Little Foxes	HBO		(TMC)		(MAX)	S. Goldwyn
Lonely Guy, The	HBO		(TMC)			Universal
Lost and Found	HBO					Columbia
Lost Empire		ST				JGM
Love Letters	HBO		TMC			New Horizons
Making The Grade	HBO*		(TMC)			MGM/UA
Manny's Orphans		ST				Castle Hill
Man Who Knew Too Much, The				HTN*		Universal
Meatballs					MAX	Tri-Star
Merry Christmas, Mr. Lawrence			TMC			Universal
Metalstorm: The Destruction of Jared-Syn				HTN	MAX	Universal
Midnight Express	HBO				(MAX)	Columbia
Minor Miracle, A		(ST)		HTN		Universal
Minors	HBO					Alan Kingsberg
Misunderstood	HBO*		(TMC)	(HTN)	(MAX)	MGM/UA
Moonlighting				HTN*	(MAX)	Universal
Mother Lode		ST			(MAX)	Atlantic TV
Mr. & Mrs. Smith					MAX	RKO
Muppets Take Manhattan, The	HBO*					C/D
Murder In Space		ST				Showtime
My Father, My Rival	HBO					Scholastic Productions
Mystery Mansion	HBO		TMC			Pacific International
Naughty Wives					MAX*	Cannon
Neighbors	HBO	(ST)				Columbia
Never Ending Story, The	(HBO)	(ST)	TMC*			Warner Bros.
Never Say Never Again		ST*		(HTN)	(MAX)	Warner Bros.
New York Nights					MAX	Int. Talent
Night of the Shooting Stars			TMC			Warner Bros.
9 to 5	(HBO)	(ST)	TMC			20th Century-Fox
No Big Deal	HBO	(ST)				Film Gallery
O'Hara's Wife	HBO				(MAX)	O'Hara Productions
Old Maid					MAX	MGM/UA
O Lucky Man!			TMC			Warner Bros.
Omen, The		ST	(TMC)			20th Century-Fox
One and Only, The	(HBO)	ST	(TMC)			Paramount
Once Upon A Spy	HBO					Columbia
Oxford Blues	HBO	ST	TMC	HTN		MGM
Pennies From Heaven			TMC			MGM/UA
Phar Lap			TMC		MAX	20th Century-Fox
Pieces of Dreams					MAX*	MGM/UA
Police Academy	(HBO)	(ST)	(TMC)		MAX*	Warner Bros.
Pope of Greenwich Village, The	(HBO)	(ST)	TMC*			MGM/UA
Prey, The			TMC*			NewWorld
Prisoner of War		ST				MGM/UA
Private School	HBO	(ST)			(MAX)	Universal
Prodigal, The		ST				MGM/UA
Psycho II		(ST)	TMC		(MAX)	Universal
Raffles		ST			MAX*	S. Goldwyn
Raiders of the Lost Ark	(HBO)	(ST)	TMC		MAX*	Paramount
Raise the Titanic		(ST)	TMC*			AFD
Rear Window			TMC*	HTN*		Universal
Red Dawn	HBO	ST	TMC		MAX	MGM/UA
Repo Man	(HBO)		(TMC)		MAX*	Universal
Reunion in Vienna		ST				MGM/UA
Revenge of the Nerds	HBO	ST	TMC		MAX	20th Century-Fox
Revenge of the Ninja		ST			(MAX)	Viacom
Right of Way	HBO					Karpf-Schaeffer
Road Games			TMC			Embassy
Romantic Comedy	HBO	(ST)	TMC	HTN		MGM/UA

Film	Pay Networks					Distributor
Rope			(TMC)	HTN*		Universal
Royal Wedding			TMC		(MAX)	MGM/UA
Scarface		ST			(MAX)	Universal
Scarface (1932)		ST		(HTN)		Universal
Secret Honor			TMC			Cinecom
Seems Like Old Times	HBO	(ST)	TMC		(MAX)	Columbia
Selkie the Seal		ST				Satori
Seven Magnificent Gladiators	HBO					Cannon Films Int'l
Sex Through a Window					MAX	Ted Mann
Sherlocke Holmes In The Baskerville Curse		ST				Primetime
Silent Movie					MAX*	20th Century-Fox
Silkwood	HBO	ST			(MAX)	ABC Motion Pictures
Sinbad the Sailor					MAX	RKO
Skirts Ahoy!					MAX	MGM/UA
Slapstick of Another Kind	HBO	(ST)				S. Paul Co.
Smokey and the Bandit III	(HBO)	ST		HTN	(MAX)	Universal
Soggy Bottom U.S.A.				(HTN)	MAX*	Com World
Somewhere Tomorrow	HBO	(ST)		HTN*		Film Gallery
South Pacific		(ST)	(TMC)		MAX	S. Goldwyn
Space Raiders		(ST)	TMC*			New Horizons
Spasms		ST				Andrew & Assoc.
Spy With My Face		(ST)		HTN*		MGM
Starstruck	HBO					LCA
Star Trek III: the Search for Spock		ST*				Paramount
Strange Brew	HBO		(TMC)			MGM/UA
Strange Invaders	HBO				(MAX)	Orion
Streets of Fire	HBO			HTN	MAX	Universal
Summer School Teachers					MAX	Viacom
Surf II	(HBO)	(ST)			MAX	Film Gallery
Suspicion					MAX	RKO
Sword of the Valiant	HBO	ST				Viacom
Tale of Two Cities		ST				20th Century-Fox
Tea For Three		(ST)			MAX	Private Screenings
Terry Fox Story, The	HBO					Robert Cooper Productions
Tex	(HBO)	(ST)	(TMC)	(HTN)	MAX	Buena Vista
They're Playing With Fire		ST				New World
39 Steps, The					MAX	New Century
This Is Spinal Tap	(HBO)				MAX	Embassy
Three Little Words			(TMC)	HTN*	(MAX)	MGM
Ticket to Hollywood			TMC			Atlantic TV
Tin Man			TMC			Goldfarb
Tobacco Road			TMC			20th Century-Fox
To Be Or Not To Be					MAX	20th Century-Fox
Tom Horn			TMC*		(MAX)	Warner Bros.
Tommy					MAX	Columbia
Tom Sawyer		(ST)	(TMC)		MAX*	MGM/UA
Trading Places		(ST)	TMC			Paramount
Transplant					MAX	TLF
Twist, The			TMC*			Tri-Star
Ultimate Warrior			TMC*			Warner Bros.
Unfaithfully Yours	(HBO)	(ST)	(TMC)	HTN*	(MAX)	20th Century-Fox
Unforgiveable Secret, The	HBO					Greengrass-Olin
Until September	HBO	ST				MGM/UA
Vamping			TMC			Atlantic TV
Very Delicate Matter, A	HBO					NA
Vice Squad	HBO					Embassy
Walk On the Wild Side				HTN*	(MAX)	Columbia
Waltz of the Torreadors			TMC			Janus
Wanderers, The			TMC			Warner Bros.
Warloads of the 21st Century			TMC			Viacom
Westerner, The		ST				Goldwyn
When We First Met	HBO					LCA
Wholly Moses!	HBO					Columbia
Wicked Lady, The		(ST)			MAX*	Viacom
Wilder Summer, The	HBO					LCA
Wild Pony, The	HBO*	(ST)				Pony Film Products
Windwalker	HBO	ST				Pacific International
Woman In Red, The	HBO					Orion
Workin' For Peanuts	HBO					Scholastic Productions
Young Bess		ST				MGM/UA
Zelig	HBO		(TMC)	(HTN)		Warner Bros.

Cable Network Legend
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in March, April, May, June, July and/or August.
- An asterisk indicates the film is a carry-over from March, April, May, June, July and/or August.
- In total, 228 films appear on the August schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, five films have played on all five services, 15 films have played on four of the five services, 27 films have played on three services and 66 films on two services. One hundred and fifteen were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 31, followed by Universal with 22 and Columbia and 20th Century-Fox with 18.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	3,600,908	(3/85)
2	American Television and Communications Corp	2,500,000	(2/85)
3	Group W Cable	2,093,794	(3/85)
4	Cox Cable Communications	1,521,667	(3/85)
5	Storer Cable Communications	1,500,000	(3/85)
6	Warner Amex Cable Communications, Inc.	1,204,000	(3/85)
7	Continental Cablevision	1,033,000	(4/85)
8	Times Mirror Cable Television, Inc.	978,340	(3/85)
9	Newhouse Broadcasting	910,190	(4/85)
10	United Cable Television	806,000	(3/85)
11	Viacom Cablevision	800,000	(4/85)
12	UA Cablesystems Corp	713,000	(4/85)
13	Sammons Communications, Inc.	659,716	(4/85)
14	Cablevision Systems Development Co	596,799	(3/85)
15	Rogers Cablesystems, Inc	589,357	(4/85)
16	Jones Intercable Inc	511,842	(7/85)
17	Comcast Cable Communications	481,000	(3/85)
18	Telecable Corp	453,094	(3/85)
19	Heritage Communications, Inc	447,192	(3/85)
20	McCaw Communications	382,000	(3/85)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	256,415	(3/85)
2	Woodbury (Long Island), NY	Cablevision Systems Development	238,950	(3/85)
3	Manhattan, NY	ATC	206,400	(12/84)
4	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
5	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6	Houston, TX	Warner Amex	185,000	(3/85)
7	East Orange, NJ	MacLean Hunter	172,246	(3/85)
8	Honolulu, HI	ATC	156,400	(12/84)
9	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10	Tulsa, OK	United Cable	134,989	(4/85)
11	Cincinnati, OH	Warner Amex	133,000	(3/85)
12	Englewood, CO	United Cable	125,406	(3/85)
13	Cherry Hill, NJ	New York Times	123,134	(4/85)
14	Rochester, NY	ATC	117,100	(12/84)
15	Atlanta, GA	Prime Cable	116,642	(3/85)
16	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17	Erie County, NY	Prime Cable	114,908	(4/85)
18	Tidewater (Norfolk), VA	Cox Cable	113,888	(3/85)
19	San Jose, CA	Gill Industries	106,724	(4/85)
20	Memphis, TN	ATC	106,300	(12/84)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.

C4722-2

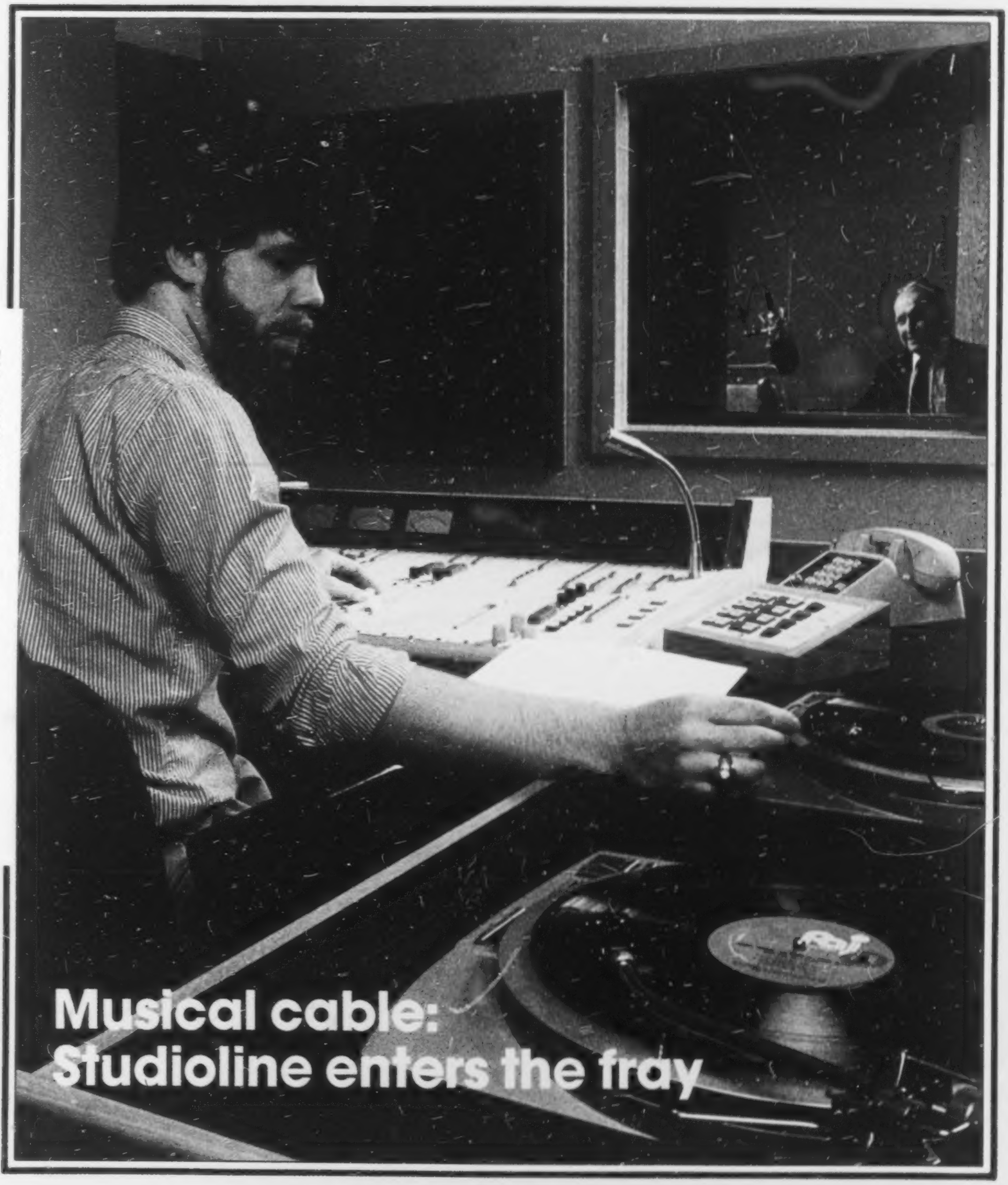
- FCC decides not to appeal must-carry decision
- Broadcasters' clout on compulsory license issue in doubt
- Turner Broadcasting plans MGM buyout
- MTV execs in formal bid to purchase network

CTAM '85

CableVision™

The news and features weekly of the cable television industry

August 12, 1985



Musical cable: Studioline enters the fray

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Leading the Week

No appeal

The Federal Communications Commission has voted not to appeal the U.S. Appeal Court's decision that must-carry rules are unconstitutional 11

Compulsory license protest

The broadcasting industry has launched an attack against cable's compulsory license in an effort to get the cable industry to agree to some form of mandatory signal carriage. However, sources say the broadcasting industry still may not be able to bring cable to the bargaining table 11

Repeal unlikely

An official of Turner Broadcasting has told CTAM members that he does not think there is any desire in Congress to repeal cable's compulsory license 12

Turner buys MGM/UA

Ted Turner has agreed to acquire MGM/UA Entertainment Co. for $1.5 billion cash. The United Artists unit will be sold to Kirk Kerkorian's Tracinda Corp. for $470 million, reducing Turner's acquisition cost to about $1 billion 12

Competition for telcos

The Federal Communications Commission paved the way for cable operators to compete with telephone companies in the provision of intrastate data transmission services by invalidating a Nebraska regulation that barred Cox Cable's entry into business communications 13

MTV buyout

MTV executives make leveraged buyout offer with the assumption that Warner Amex will use its option to purchase all of Warner Amex 13

Bridging the gap at CTAM

This year's Cable Television Administration and Marketing Society's annual conference was opened by President Gary Weik and Tom Bonoma, professor of marketing at Harvard Business School, who blasted the attendees with the meeting's overriding message of "Bridging the Gap Between Strategy and Reality." 14

Marketing key

Payoffs may be a key in retaining current subscribers according to several marketing specialists who spoke at the CTAM annual conference 15

New CTAM president

Charles Townsend, president of Colony Communications, will replace Gary Weik as CTAM president next year, finishing out this year as vice president of CTAM. Barry Lemieux, executive vice president of American Cablesystems, will be next year's vice president of CTAM 15

Inoculating the non-subscriber

Broad marketing could "inoculate" a non-subscriber, according to MTV Networks President Marshall Cohen as marketing techniques were addressed by industry speakers at a session at the CTAM annual meeting 16

Goodwill Games

Turner Broadcasting has set in motion a plan to co-organize and finance a new international sports competition with the Soviet Union. The Goodwill Games will begin next July in Moscow and shift to the United States in 1990 20

CSN revived

Following a five-month hiatus, Commerce Satellite Network Inc., will resume operation Aug. 31. Formerly known as Cable Sports Network and College Sports Network, the Louisiana-based firm will distribute a 24-hour lineup of sports, classic movies and other special interest programming....21

Group W counters

Group W Cable has submitted a memorandum to U.S. District Court outlining why it thinks Santa Cruz, Calif.'s issuance of an RFP to replace the company is illegal. The city issued an RFP to replace Group W in 1986. Three companies have responded to the RFP 23

Blamed for porn

Cable television and interstate telephone services have been blamed for an "invasion" of pornography of American homes. The accusations came at a Senate criminal law subcommittee hearing ...24

Cable industry to aid MDA

A combination marketing/public service drive is set to get under way by 1,500 cable operators. Goals of the campaign are to raise funds for the Muscular Dystrophy Association and to boost subscriber penetration levels. Industry officials expect to raise at least $1.5 million for the MDA 24

About the Cover

Studioline production engineer Scott Weaver (foreground) produces a program for Felix Grant, host for jazz programs on "All That Jazz." See page 18 for the Cover Story.

On Demand Programming

The national satellite and turnkey pay-per-view services prepping for a fall and winter start have a tall task ahead landing affiliates among the cable systems who have their own PPV operations. "The Challenge!" doubles tennis match between Bobby Riggs and Vitas Gerulaitis against Martina Navratilova and Pam Shriver will be offered as a PPV event on EventTeleVision on Aug. 23. Associate Editor Simon Applebaum reports on page 32.

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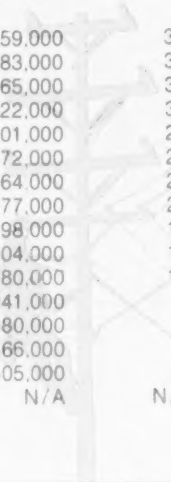
CABLE STATS

Cable Industry Growth Chart



YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	69,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
Arts & Entertainment	24
BET	20
CBN Cable Network	8
Cinemax (West)	23
CSN (Cable Sports Network)	4
C-SPAN	19
Dodgervision	5
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (West)	13
HTN	16
Home Shopping Network	22
The Learning Channel	16
Lifetime	17
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
Nickelodeon	1
PTL	2
Reuter Monitor Service	18
Seeburg/Lifestyle Music	3
Showtime (West)	10
SPN	6
Studioline	19
The Learning Channel	16
Trinity Broadcasting Network	3
USA Cable Network	9
(during blackout)	22
Video Hits One	15
The Weather Channel	21

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	10
Biznet	6
Bravo	2
Cable Sports Network	3
Home Sports Entertainment	11
Madison Square Garden	6
National Christian Network	7
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
Odyssey	23
The Playboy Channel	12
The Prime of Life Network	7
The Silent Network	16
SportsVision	9
WPIX—New York	19

Westar III (Western Union)	**Transponder**
CNN	5

Westar IV (Western Union)	**Transponder**
Atlantic City Horse Racing	6
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Public Broadcasting Service	15, 17, 21, 23
Texas State Network	2
Word of Faith Satellite Network	6

Westar V (Western Union)	**Transponder**
Fantasy Unrestricted Network (FUN)	24
FUN Weekend Pay-per-view	24
The Meadows Racing Network	22
Pro-Am Sports System (PASS)	14
The University Network	2

Comstar D-4 (AT&T/GTE)	**Transponder**
American Extasy	19
Country Music Television (CMTV)	18
KTVT (Dallas)	22
SelecTV	13

Galaxy I (Hughes)	**Transponder**
CBN Cable Network	11
Cinemax (East)	19
CNN	7
CNN Headline News	8
C-SPAN	13
The Discovery Channel	22
The Disney Channel (East)	4
(West)	24
EPG	3
ESPN	9
GalaVision	20
HBO (East)	23
Home Team Sports	12
Keyfax National Teletext Magazine	18
Moody Broadcasting Network	3
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
PTL	17
Showtime (East)	5
SIN	6
Studioline	13
WGN	3
WOR-TV	15
WTBS	18

Aurora F5 (Alascom)	**Transponder**
Alaska Satellite Television Project	24
Learn/Alaska Television Network	20
NASA Contract Channel	13

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	3,660,938	(3/85)
2	American Television and Communications Corp	2,500,000	(2/85)
3	Group W Cable	2,093,794	(3/85)
4	Cox Cable Communications	1,521,667	(3/85)
5	Storer Cable Communications	1,500,000	(3/85)
6	Warner Amex Cable Communications Inc	1,204,000	(3/85)
7	Continental Cablevision	1,033,000	(4/85)
8	Times Mirror Cable Television Inc	978,340	(3/85)
9	Newhouse Broadcasting	910,190	(4/85)
10	United Cable Television	851,000	(3/85)
11	Viacom Cablevision	800,000	(4/85)
12	UA Cablesystems Corp	713,000	(4/85)
13	Sammons Communications Inc	659,716	(4/85)
14	Cablevision Systems Development Co	596,799	(3/85)
15	Rogers Cablesystems Inc	589,357	(4/85)
16	Jones Intercable Inc	511,842	(7/85)
17	Comcast Cable Communications	481,000	(3/85)
18	Telecable Corp	453,094	(3/85)
19	Heritage Communications Inc	447,192	(3/85)
20	McCaw Communications	382,000	(3/85)
21	Capital Cities Cable Inc	375,000	(4/85)
22	Wometco Cable TV Inc	301,009	(4/85)
23	Centel Cable Television Company	300,000	(4/85)
24	Prime Cable Corporation	292,405	(3/85)
25	Daniels & Associates	287,457	(3/85)
26	TCA Group	270,611	(3/85)
27	Multimedia Cablevision Inc	268,397	(3/85)
28	American Cablesystems Corporation	258,800	(4/85)
29	Cable Vision Industries	256,342	(3/85)
30	Falcon Cable	245,000	(6/85)
31	MacLean Hunter Cable TV Ltd	244,606	(3/85)
32	Scripps-Howard	234,742	(3/85)
33	TeleScripps	215,714	(3/85)
34	Colony Communications Inc	213,601	(3/85)
35	Tribune Cable Communications	198,020	(4/85)
36	Rollins Cableview Inc	194,389	(3/85)
37	Adelphia Communications	194,343	(4/85)
38	Century Communications Corporation	192,023	(8/84)
39	Service Electric Cable T.V. Inc	189,500	(4/85)
40	Communications Service Inc	179,000	(12/84)
41	Tele-Media	172,438	(8/84)
42	TCI-Taft	164,400	(7/85)
43	TKR Cable	159,000	(3/85)
44	Western Communications	154,086	(3/85)
45	Cablentertainment	149,873	(4/85)
46	Adams-Russell Communications	143,173	(3/85)
47	Harte-Hanks Communications	140,569	(3/85)
48	McDonald Group	139,585	(12/84)
49	Harron Communications Corporation	132,649	(12/84)
50	Sutton Capital Group	127,098	(3/85)
51	Buckeye Cablevision	121,000	(2/85)
52	Midwest Video Corporation	118,102	(12/84)
53	Harris Cable Corporation	117,827	(3/85)
54	Televents Inc	111,743	(3/85)
55	Lenfest Group	111,388	(3/85)
56	Armstrong Utilities	110,988	(3/85)
57	Greater Media	103,139	(4/85)
58	Summit Communications Inc	97,787	(3/85)
59	Communications Systems Inc	94,655	(4/84)
60	Multi-Channel TV Company	93,657	(3/85)
61	Cencom Cable Associates, Inc	91,587	(4/85)
62	Perry Cable TV Corporation	86,621	(3/85)
63	U.S. Cable Corporation	85,000	(3/85)
64	King Videocable Company	84,929	(3/85)
65	McClatchy Newspapers	83,183	(3/85)
66	The Essex Group	83,000	(6/85)
67	WEHCO Video Inc	80,199	(3/85)
68	Cable Management Associates Inc	77,030	(3/85)
69	Palmer Communications Inc	76,423	(3/85)
70	Sonic Communications	74,316	(4/85)
71	Midcontinent Cable Systems Company	73,887	(3/85)
72	Omega Communications	73,677	(3/85)
73	Booth Communications Company	71,364	(3/85)
74	Susquehanna Broadcasting	69,751	(3/85)
75	Pencor Services Inc	67,133	(3/85)
76	Acton Corporation	63,274	(1/85)
77	Media General Inc	61,037	(3/85)
78	Clear T.V. Cable Associates Ltd	59,482	(4/85)
79	Selkirk Communications	58,823	(4/85)
80	Marsh Media	56,745	(3/85)
81	Omni Cable T.V. Corporation	56,718	(3/85)
82	Coaxial Communications	55,471	(3/85)
83	Helicon Corporation	55,000	(4/85)
84	The Daily Press	53,000	(3/85)
85	National Telecommunications Corporation	51,300	(12/84)
86	First Carolina Communications Inc	49,584	(6/85)
87	United Video Management	49,444	(3/85)
88	Masada Corporation	48,700	(3/85)
89	Wisconsin Cablevision and Radio Co. Inc	48,670	(3/85)
90	Simmons Communications	48,386	(3/85)
91	Communicom	47,694	(1/85)
92	Bresnan Communications	44,664	(3/85)
93	Joseph Gans Cable T.V.	43,838	(3/85)
94	Chambers Communications Corporation	43,303	(2/85)
95	Whitney Communications Corporation	42,805	(3/85)
96	Matrix Enterprises	42,606	(3/85)
97	Northland Communications Corporation	42,500	(4/85)
98	Dowden Communications	42,319	(6/85)
99	Donrey Cablevision	41,586	(3/85)
100	Cable Holdings Inc	40,200	(4/85)

Subscriber counts are provided by MSOs to International Thomson Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	256,415	(3/85)
2	Woodbury (Long Island), NY	Cablevision Systems Development	238,950	(2/85)
3	Manhattan, NY	ATC	206,900	(12/84)
4	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
5	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6	Houston, TX	Warner Amex	185,000	(3/85)
7	East Orange, NJ	MacLean Hunter	172,246	(3/85)
8	Honolulu, HI	ATC	156,400	(12/84)
9	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10	Tulsa, OK	United Cable	134,389	(4/85)
11	Cincinnati, OH	Warner Amex	133,000	(3/85)
12	Englewood, CO	United Cable	125,406	(3/85)
13	Cherry Hill, NJ	New York Times	123,134	(4/85)
14	Rochester, NY	ATC	117,100	(12/84)
15	Atlanta, GA	Prime Cable	116,642	(3/85)
16	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17	Erie County, NY	Prime Cable	114,908	(4/85)
18	Tidewater (Norfolk), VA	Cox Cable	113,688	(3/85)
19	San Jose, CA	Gill Industries	106,724	(4/85)
20	Memphis, TN	ATC	106,300	(12/84)
21	Jacksonville, FL	Continental	106,000	(3/85)
22	Austin, TX	ATC	102,500	(12/84)
23	Seattle, WA	Group W	101,844	(3/85)
24	Charlotte, NC	ATC	101,700	(12/84)
25	San Juan, PR	Harris Cable	101,411	(3/85)
26	Toledo, OH	Buckeye Cablevision	100,233	(4/85)
27	Central Islip (Long Island), NY	Viacom	99,838	(3/85)
28	Manhattan, NY	Group W	99,341	(3/85)
29	Jefferson Parish, Kenner, LA	Cox Cable	93,666	(3/85)
30	San Diego, CA	ATC	92,100	(12/84)
31	San Francisco, CA	Viacom	89,000	(4/85)
32	Warren, NJ	TKR	88,470	(3/85)
33	Los Angeles, CA	Falcon Communications	88,137	(2/85)
34	Wilmington, DE	Rollins Cableview	86,432	(3/85)
35	Grand Rapids, MI	UA Cablesystems	86,000	(4/85)
36	Seattle, WA	Viacom	85,000	(4/85)
37	Wichita, KS	Multimedia Cablevision	83,985	(3/85)
38	Jackson, MS	ATC	80,700	(12/84)
39	Dallas, TX	Warner Amex	80,000	(3/85)
40	Pompano Beach, FL	American Cablesystems	77,700	(4/85)
41	Pittsburgh, PA	TCI	77,341	(4/85)
42	Broward County, FL	Storer	76,000	(3/85)
43	Phoenix, AZ	Times Mirror	75,638	(3/85)
44	Boston, MA	Cablevision	75,524	(3/85)
45	Baton Rouge, LA	Daniels & Associates	74,820	(3/85)
46	Clearwater, FL	Vision Cable	74,500	(4/85)
47	New Orleans, LA	Cox Cable	73,766	(3/85)
48	Indianapolis, IN	Indianapolis Cablevision	72,496	(4/85)
49	Tacoma, WA	Cable TV of Puget Sound	72,044	(4/85)
50	Flint, MI	Comcast	72,000	(3/85)
51	Richmond/Henrico County, VA	Continental	70,700	(3/85)
52	South Texas, TX	Heritage	70,130	(3/85)
53	Greensboro, NC	ATC	69,200	(12/84)
54	Jefferson County, KY	Storer	69,000	(3/85)
55	Cleveland Heights, OH	Viacom	69,000	(4/85)
56	South Bend, IN	Heritage	68,347	(3/85)
57	Santa Monica, CA	Group W	67,863	(3/85)
58	Louisville, KY	Times Mirror	67,855	(3/85)
59	Omaha, NE	Cox Cable	66,592	(3/85)
60	Raleigh, NC	ATC	65,800	(12/84)
61	Nashville, TN	Viacom	65,000	(4/85)
62	Kansas City, MO	ATC	64,800	(12/84)
63	Columbus, OH	Warner Amex	64,679	(3/85)
64	St. Petersburg, FL	Group W	63,802	(3/85)
65	Akron, OH	Warner Amex	63,562	(3/85)
66	Buffalo, NY	TCI	63,220	(11/84)
67	Boston Complex (Malden), MA	Warner Amex	63,180	(3/85)
68	Worcester (Leicester), MA	Greater Media	63,073	(3/85)
69	Oklahoma City, OK	Cox Cable	62,726	(3/85)
70	Syracuse (suburbs), NY	NewChannels Corp	62,463	(4/85)
71	Fayetteville, NC	ATC	62,100	(12/84)
72	Allentown, PA	Service Electric	62,000	(4/85)
73	El Paso, TX	Group W	61,483	(3/85)
74	Hartford, CT	Times Mirror	61,440	(3/85)
75	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,285	(3/85)
76	Madison, WI	TCI	61,257	(4/85)
77	Monterey, CA	Western Communications	60,656	(3/85)
78	Santa Barbara, CA	Cox Cable	60,616	(3/85)
79	Mt. Prospect, IL	Cablenet	60,000	(3/85)
80	Sarasota, FL	Storer	60,000	(3/85)
81	Birmingham, AL	ATC	59,400	(12/84)
82	Snohomish County, WA	Viacom	59,000	(4/85)
83	Ft. Worth, TX	Sammons	59,000	(4/85)
84	Harrisburg, PA	Sammons	58,647	(4/85)
85	Bridgeport, CT	Cablevision Systems/ Scripps Howard	58,525	(3/85)
86	Las Vegas, NV	Times Mirror	58,402	(3/85)
87	New Britain, CT	United Cable	58,282	(12/84)
88	New Haven, CT	Storer Scripps-Howard	58,000	(3/85)
89	Des Moines, IA	Heritage	57,918	(3/85)
90	Indianapolis, IN	ATC	57,100	(12/84)
91	West Palm Beach, Fla	Group W	57,067	(3/85)
92	Stamford (Fairfield), CT	Cablevision Systems Development	56,321	(3/85)
93	Knoxville, TN	TCI	56,303	(1/85)
94	Albany, GA	Storer	56,000	(3/85)
95	Chatsworth, CA	Valley Cable TV	55,994	(5/85)
96	Binghamton, NY	NewChannels Corp	55,687	(4/85)
97	Shreveport, LA	ATC	55,500	(12/84)
98	Knoxville, TN	TeleScripps	55,500	(4/85)
99	Columbus, OH	Coaxial Communications	55,451	(3/85)
100	Chattanooga, TN	TeleScripps	55,284	(3/85)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc

C4722-2

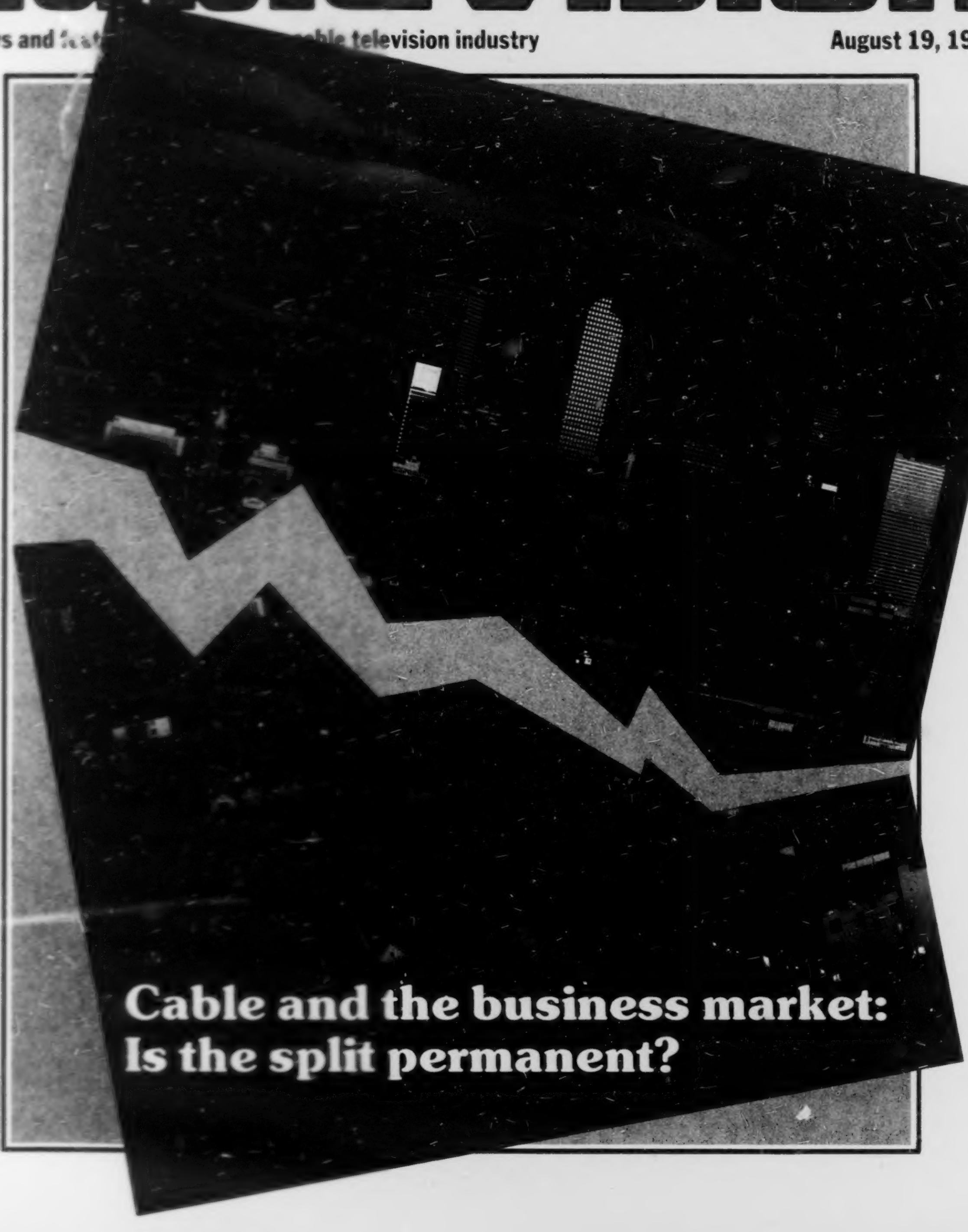
- Los Angeles to appeal Preferred decision to U.S. Supreme Court
- Tribune puts its systems on open market; Dittrick still bargaining
- Viacom, Warner Communications alter W-A bidding picture
- NCTA preparing RFP for co-op scrambling contract

Pay-per-view: the pace intensifies

CableVision™

The news and [illegible] television industry

August 19, 1985



Cable and the business market: Is the split permanent?

CableVision

Leading the Week

Appeal to high court

The city of Los Angeles will appeal the landmark Preferred Communications case to the U.S. Supreme Court. The ruling was handed down by the U.S. 9th Circuit Court of Appeals March 1 11

NCTA scrambling plans

The NCTA will solicit bids from manufacturers to provide scrambling technology and equipment "in a matter of days" and also is planning to establish a scrambling co-op and an engineering committee to evaluate different scrambling systems..............................11

Tribune Cable for sale

The Tribune Co. has decided to put its 205,000-subscriber cable unit on the selling block to concentrate on broadcast television and help raise financing for its acquisition of KTLA in Los Angeles ..12

Deadline nears

For Warner Communications, one option for managing its cable programming and operating properties is about to be closed. By Thursday, Forstmann Little's offer to lead a leveraged buyout of MTV Networks runs out........................14

MDS turnaround

The U.S. 9th Circuit Court of Appeals made a 180-degree turn from a California Supreme Court decision and declared the pirating of unscrambled MDS signals illegal under federal law........15

MGM/UA buyout

Drexel Burnham is "highly confident" it could arrange financing for Turner's $1.5 billion buyout of MGM/UA, a signal to Wall Street that Drexel Burnham has examined its clients and knows it will have little difficulty raising capital for the proposed deal 16

New York veto

New York Gov. Mario Cuomo vetoed legislation aimed at thwarting non-cash, hostile takeovers because the bill was "of dubious constitutionality" and "inordinately protectionist."..............16

Choice, AT&T pact

Choice Channel has reached an agreement with AT&T to provide 800-service lines and other equipment, including two uplinks and downlinks with access to Telstar 303, in connection with implementing an automated national pay-per-view order entry system................17

Telstar pay-per-view

Telstar Corp. and Pierce Ventures Ltd. are planning to combine equipment and funds to develop CATV-transmitted pay-per-view services over the coming months 17

CCI campaign send off

The final phase of the Council For Cable Information's $750,000 consumer advertising campaign kicks off for a three-month run with one major difference from its $6-million promotional blitz last spring. 18

Emmy nominations

Three pay cable-originated specials that appeared on public television this year have received primetime Emmy nominations. The shows include *Sweeney Todd*, *Lena Horne: The Lady and Her Music*, and *Cat On A Hot Tin Roof* 19

C-SPAN study

C-SPAN is now available to one-fourth of all U.S. television households and its 21.5 million subscribers translate into 58 percent o all U.S. cable homes, according to a C-SPAN study 19

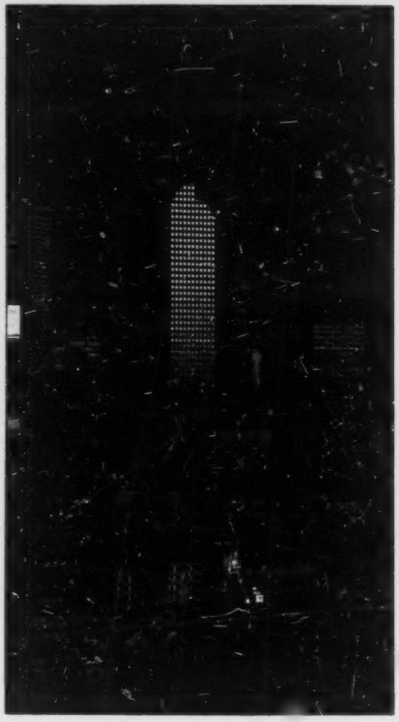
Fairness doctrine

The Federal Communications Commission concluded that as a matter of policy, the fairness doctrine is constitutionally suspect and "no longer serves the public interest." However, the FCC would continue to enforce the doctrine and leave it up to Congress to deal with the policy 20

Honeymoon not over

The biggest marketing campaign in Showtime's history, is leading the way for the Labor Day debut of "The Honeymooner—The Lost Episodes." The shows were called "lost" because they have not been aired since the 1950s, when they were performed live on the Jackie Gleason Show 21

Cover Story



While making substantial inroads in home delivery, the cable industry has been somewhat guilty of dragging its feet in the field of business data communications. Already dominant in the market are a legion of fierce competitors—the telephone companies. One expert warns, "the window . . . may be completely closed before cable gets a foothold." Editor Victoria Gits reports on page 24.

Review 23

The old Disney classics—the animated films—are making a comeback on The Disney Channel, much to the pleasure of reviewer Robert DiMatteo, who says that recent Disney films seem to have lost their "magic."

Departments

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Cable penetration of TV households hits 45.7 percent

NEW YORK—The cable universe covers 45.7 percent of all television households in the nation, A.C. Nielsen estimates in its latest survey of industry penetration. A similar report issued earlier this month by Control Data's Arbitron Ratings subsidiary lists cable's audience base at 44.4 percent of U.S. television homes.

As of last month, 38,955,150 households subscribed to cable services, Nielsen reports. That's an increase of about 281,000 homes from the company's May 1985 penetration estimate of 38,673,270 subscribers (45.3 percent of U.S. TV households—(*CV, 6/17/85, p. 12*). Nielsen calculates its numbers from counts acquired from operators, meter and diary reports.

Arbitron's new penetration forecast records cable's household count at 37,781,200, about 620,000 homes higher than its estimate of 37,175,300 subscribers (44 percent of TV homes) more than three months ago. The firm uses data contained in more than 420,000 diaries placed in households across the country to determine its tally.

Differences in research techniques and the geographic standard Arbitron and Nielsen use to determine viewership on a region-by-region basis are responsible for discrepancies between the penetration counts, officials from both companies maintain. Arbitron uses an Area of Dominant Influence system (ADI) as its measurement guideline, while Nielsen collects information through its Designated Market Area (DMA) indicator.

Laredo, Tex., under Arbitron's ADI methodology, holds the highest cable penetration in the U.S. at 86 percent (28,400 homes). San Angelo, another community in the state, is Nielsen's top cable-penetrated DMA at 87 percent (33,290 homes) but is ranked fourth in Arbitron's count at 82 percent penetration, tied with Palm Springs, Calif.

In the top three urban markets, New York is 38.3 percent wired with more than 2.5 million homes; Los Angeles has 25.8 percent cable penetration and nearly 1.6 million subscribers and Chicago has 25.8 percent penetration in its region, amassing about 775,500 homes, Neilsen estimates.

Minneapolis-St. Paul placed last in cable penetration as tallied by both surveys, achieving a 25.8 percent rate (294,150 homes) in Nielsen's report and 24 percent/282,500 homes in Arbitron's count. *—Simon Applebaum*

24-HOUR HOUSEHOLD VIEWING OCT. 1984-MARCH 1985

Medium	Audience Share		
	Total TV	All Cable	Pay Cable
Basic Cable Services (excluding superstations)	7	14	15
Superstations only	6	9	9
Pay Services	5	10	16
Broadcast Network Affiliates	68	58	53
Independents	15	12	13
Public Television Stations	4	3	3

24-HOUR HOUSEHOLD VIEWING OCT. 1983-MARCH 1984

Medium	Audience Share		
	Total TV	All Cable	Pay Cable
Basic Cable Services (excluding superstations)	6	12	13
Superstations only	5	8	7
Pay Services	5	10	16
Broadcast Network Affiliates	71	60	55
Independents	16	13	14
Public Television Stations	3	3	3

Source: A.C. Nielsen/Cabletelevision Advertising Bureau

Viewership of ad-supported cable surging, survey says

NEW YORK—Viewership of advertiser-supported cable services is surging ahead at the expense of both broadcast network affiliates and independent stations, Cabletelevision Advertising Bureau officers said last week after releasing figures from A.C. Nielsen's latest Cable Status Report.

The survey measures average 24-hour viewing of various electronic media over a six-month period and arranges the results by three sample universes—total television homes, total cable homes and pay homes. For the period ending last March, Nielsen estimates that ad-supported basic networks and superstations involved in the survey collectively tallied an average 23 share of audience in its total cable universe, against a 58 share for broadcast network affiliates and a 12 share for independents.

By contrast, Nielsen's status report covering the six-month period ending March, 1984 listed broadcast network affiliates with an average 60 share and independents with a 13 share among cable homes surveyed, compared with a 20 share for ad-supported services and superstations. Comparing the two studies, CAB concluded that within cable homes, basic cable viewership has increased by 15 percent, while broadcast network affiliates recorded a 3 percent viewership drop and independent viewership declined by 8 percent over the time frame.

The performance of independents is the report's most dramatic finding, said Jack Hill, research vice president of CAB. "Contrary to widespread belief, the independents are not gaining viewers as the result of broadcast network erosion," he said. "In fact, the independents are declining in audience share along with the broadcast networks."

Among pay cable homes surveyed, ad-supported services achieved a 24 audience share as opposed to a 53 share for broadcast network affiliates and a 13 share for independents. That compares with a 20 share for ad-supported services, 55 share for broadcast affiliates and 14 share for independents recorded within the pay cable universe during the October '83-March '84 period.

Franchising calendar

This chart examines the franchise status of communities since July 1985.

California

Chino—Proposals received from Marsh Media, BuenaVision, Cable TV West, Masada and D.C. Cable.

Claremont—Bids received from Masada Corp. and Daniels and Assoc.

East Yolo—award to Sonic Cable 7/85 (10,000 homes).

La Puente—award to United Cable 11/28/84 (8,600 homes).

Los Altos—award to United Cable 12/84 (9,000 homes).

Palo Alto—negotiating with Cable Communications Co-op of Palo Alto and City Cable Partners Inc. until April (23,000 homes).

Rosemead—award to Falcon Communications 2/26/85 (14,000 homes).

South Monrovia—award to Falcon Communications 9/18 (5,400 homes).

Delaware

Wilmington—preliminary award to Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois

Chicago—Area I award to Communications and Cable (300,000 homes).

Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).

Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).

Naperville—award to Rite Cable Co. of Illinois Limited. Rite Cable of Illinois also awarded unincorporated areas of DuPage County. (17,500 homes).

St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).

Wheaton—award to Centel 7/2/84 (16,000 homes).

Winnetka—survey showed interest in cable insufficient to warrant franchise.

Woodbridge—terminated franchising process (260 homes).

Kentucky

Fulton—award to TCI 12/13/84 (2,400 homes).

Loretto—terminated franchise process.

Maryland

Baltimore—award to United Cable 12/19/84 (302,000 homes).

Massachusetts

Belchertown—negotiating with Clearview Cablevision.

Belmont—accepting proposals. Public hearing scheduled 8/13/85 (2,760 homes).

Berkley, Dighton, Freetown—award to Continental Cablevision.

Boxborough—award to Nashoba 1/7/85 (3,100 homes).

Cambridge—award to American Cable Systems of Cambridge 3/22/85 (43,000 homes).

Danvers—award to Nashoba 1/85 (8,600 homes).

East Bridgewater—award to Continental Cable 12/3/84 (2,500 homes).

Groton—award to United Video 2/25.

Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).

Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).

Holland—accepting proposals.

Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).

Lincoln—short franchise process re-initiated.

Marblehead—award to Continental Cable 12/84.

Medfield—provisional license to Massachusetts Cablevision 2/85 (3,400 homes).

Mendon—award to Massachusetts Cablevision Systems 1/7 (1,200 homes).

Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).

Nahant—accepting proposals. (1,433 homes).

Rochester—accepting applications.

Sandwich—award to Campbell Communications (5,000 homes).

Seekonk—Award to Massachusetts Cablevision 6/85. (6,000 homes.

Shirley—provisional license granted to Nashoba Communications 10/84. Reviewing contract. (1,827 homes).

Southborough—provisional license to Greater Worcester Cablevision (2,000 homes).

Sterling—award to Wachusett Cablevision (2,000 homes).

Stow—provisional license to Adams-Russell 9/84. (1,600 homes).

Townsend—reviewing proposals from United Video Cablevision and Nashoba Communications. (2,306 homes).

Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).

Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.

Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).

Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Almont—award to Michigan Cable 11/84.

Atlas—award to Michigan Cable 8/84.

Brandon—award to Michigan Cable 11/84.

Brown City—award to Pioneer Cablevision.

Cedar Creek—award to Horizon Cable 7/84.

Dalton—award to Horizon Cable 7/84.

Goodrich—award to Michigan Cable 9/84.

Lake Orion, Orion Twp—award to Tribune-United 12/84 (7,800 homes).

North Branch—award to Michigan Cable 8/84.

Thortonville—award to Michigan Cable.

Waconia—award to Westel 12/18/84 (1,024 homes).

Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).

Barrett—award to Battlelake Cable 7/84 (165 homes).

Belle Plaine—award to Dow-Sat of Minnesota 11/84 (973 homes).

Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).

Bird Island—award to North American Communications Corp. 10/84 (566 homes).

Cannon Falls—award to North American Cable Communications Corp. (1,060 homes).

Credit River—award to North American Communications Corp. 10/84 (880 homes).

Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).

Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).

Glenville—award to WesTel 6/84 (275 homes).

Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).

Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).

Hill City—award to Individual Satellite Systems 11/84 (400 homes).

Hinckley—award to Savage Communications 7/84 (420 homes).

Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).

Holdingford—award to WesTel Inc. 2/84 (245 homes).

Howard Lake—award to WesTel Inc. 8/84 (510 homes).

Kandiyohi—award to Kavanaugh Cable Co. 4/1/85 (200 homes).

Kerkhoven—award to Heritage Communications 7/84 (310 homes).

Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).

Lindstrom, Stacy—award to Dow-Sat of Minnesota (1,230 homes).

Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).

Maple Plain—award to Dow-Sat of Minnesota (481 homes).

Mapleton—award to WesTel Inc. 8/84 (600 homes).

Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).

Medford—award to WesTel Inc. 7/84 (300 homes).

Montrose—award transferred to Valley View 8/84 (300 homes).

Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).

Morton—award to Todd Communications Inc. 5/84 (225 homes).

Murdock—award to Kavanaugh Cable Co. 6/84 (140 homes).

New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).

Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).

Northern Dakota City—preliminary award to Continental (25,000 homes).

Pennock—award to Kavanaugh Cable Co. 4/11/85 (175 homes).

Pierz—award to WesTel Inc. 8/84 (420 homes).

Renville—award to WesTel Inc. 7/84 (600 homes).

Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).

St. Joseph—award to WesTel Inc. (1,100 homes).

St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—preliminary award to North American Cable Communications 4/85 (1,272 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—award to Westel 12/18/84 (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—award to Continental Cablevision. (24,032 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Keene—renewed franchise with Group W including a rebuild and rate increase (19,360 homes).
Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Sandown—reviewing proposal from Continental Cablevision (800 homes).

New Jersey

Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—reviewing proposals from Marsh Media, Greater Media, Patterson Communications Network, Patterson Cable Services and U.S. Cable and TCI (55,000 homes).

New York

Mt. Upton—terminated franchise process.
North Salem—award to Community Cable Services 12/84 (1,100 homes).
Portland—cable committee formed to begin franchise process. Tribune Cable, Harborview and U.S. Cable sent letters expressing interest (150 homes).

North Carolina

Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/84 (2,000 homes).
Cleveland—franchise awarded to Northcoast Cable 7/85.
Oberlin—preliminary award to Oberlin Cable Co-op 6/6/84 (2,600 homes).

Oregon

Dunthorpe—no response to RFP.
Sylvan—awaiting legal opinion needed for commission to vote on Sylvan Video Cable (1,200 homes).

Pennsylvania

Philadelphia—city is divided into four areas; Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island

Naval Education and Training Center—accepting proposals until 8/20/85 (2,900 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—Bellevue Cablevision Inc. awarded franchise. (29,500 homes).

Virginia

Manassas—reviewing proposals from Cablevision of Manassas Ltd., Teleset Communications Inc., C4 Media of Manassas Ltd. and City of Manassas Cable (5,510 homes).

Washington

Battle Ground—rewriting franchise ordinance.
Seattle—city is divided into four parts; Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP, outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-n) (1-OP, 3-UC
3	Chicago	City is divided into five areas. Area I-FG. Areas II, III-OP. Areas IV, V-FG
4	Philadelphia	City is divided into four areas. Areas I, II, III, IV-FG
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	FG
9	Cleveland	RP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP). Tacoma-OP
15	Minneapolis/St. Paul	OP/UC
16	Atlanta	OP
17	St. Louis	UC/FG
18	Tampa/St. Petersburg	OP/OP
19	Denver	OP
20	Baltimore	FG
21	Sacramento/Stockton	OP/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	OP
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.

C4722-2

- ABC leaning toward PPV service launch
- Lawrence De George bids for control of Times Fiber
- NBC weighs cable news service
- NCTA sets deadline for bids on scrambling technology

Falcon in Pasadena: Unexpected challenge

CableVision™

The news and features weekly of the cable television industry

August 26, 1985

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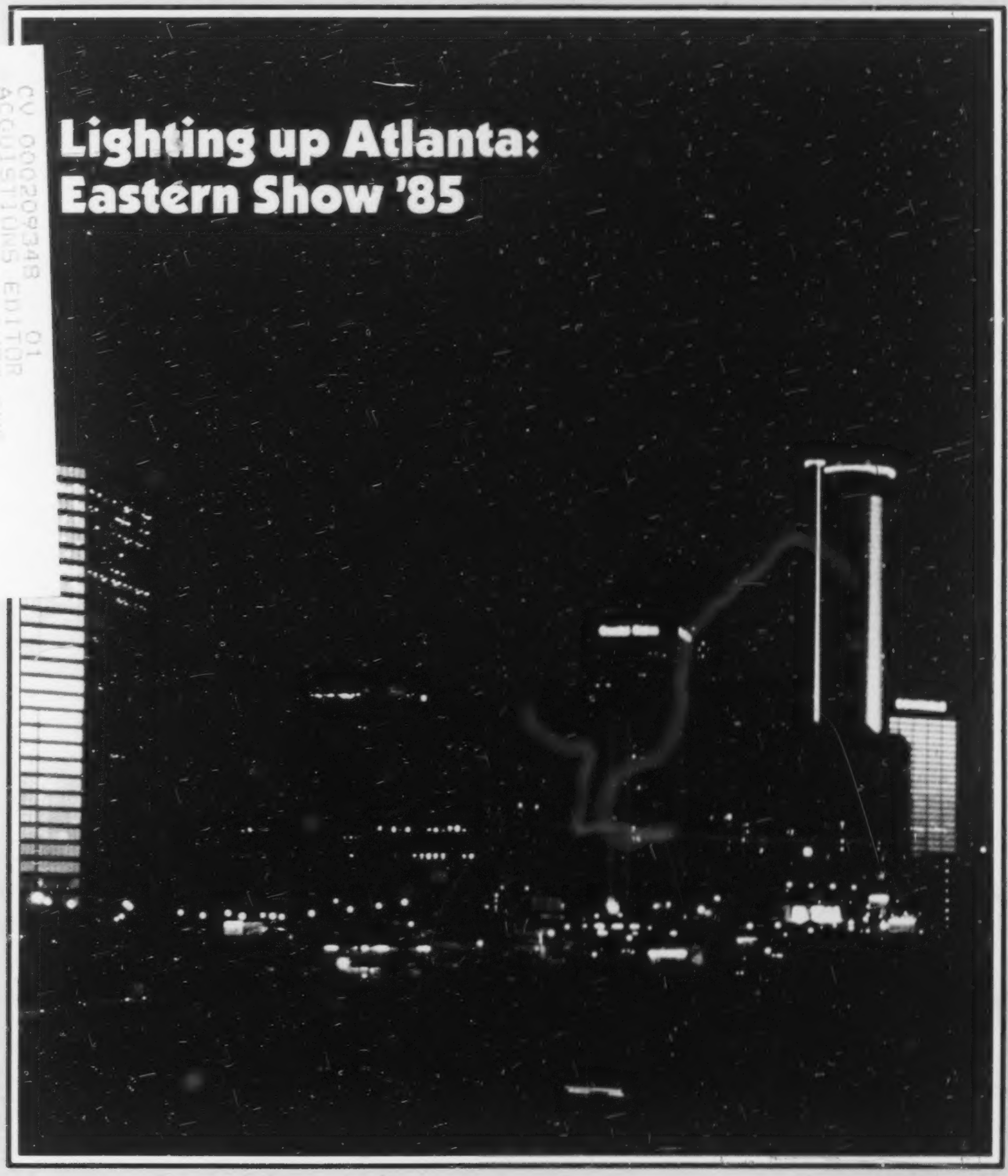
Lighting up Atlanta: Eastern Show '85



CableVision

Leading the Week

ABC may go PPV

American Broadcasting Co. officials need only give the go-ahead for the launching of a national pay-per-view service in early 1986 11

MTV negotiations continue

Forstmann Little and Warner Amex continue discussions over the proposed leveraged buyout of MTV Networks by executives at MTV 11

Storer's Ken Bagwell favors NBC news channel.

NBC eyes news channel

The National Broadcasting Company has acknowledged that it is considering inauguration of a 24-hour, all-news channel that would compete with the Cable News Network. 12

Right to old movies contested

Rainbow Program Enterprises is contesting licensing rights for old movies that will be bought by Turner Broadcasting System in Ted Turner's purchase of MGM/UA 12

NCTA finalizes equipment RFP

The NCTA finalizes its request for proposals to supply satellite scrambling equipment for a non-profit scrambling cooperative 14

Bid for Times Fiber

The founder and former chairman of Times Fiber Communications, Lawrence De George, has made a takeover bid of between $138 million and $144 million to gain full ownership of the company now controlled by Insilco Corp. 14

Rifkin buys Omni properties

Rifkin & Associates has signed a definitive agreement with Omni Cable TV Corp. to acquire Omni's 36 systems covering 58,500 subscribers for an undisclosed price 16

Washington Post buys system

The Washington Post will pay top dollar, $350 million, for Capital Cities' cable division as part of the billion-dollar divestiture program required by the acquisition of ABC by Capital Cities 16

Stay on must-carry ruling

Broadcast industry groups have asked the U.S. Appeals Court to stay its recent decision striking down the Federal Communications Commission's must-carry rules until they can appeal to the U.S. Supreme Court 17

Joint venture in Denver

United Cable of Colorado and Mile Hi Cablevision have agreed to join their systems in a local advertising interconnect in Denver and its suburbs 18

Incentive plan

EventTeleVision, which recently unveiled a plan to launch a pay-per-view movie channel, has developed an incentive plan it hopes will convince skeptics PPV can be profitable 18

C-SPAN senate study

A C-SPAN survey of 100 senators showed a momentum growing for live television coverage of the Senate after almost two-thirds of U.S. senators said they favor some type of live televised coverage of Senate proceedings 20

No indictments against Cox

A county grand jury in Oklahoma City ruled that The Playboy Channel programming offered by Cox was not "legally obscene." 20

Aid for farmers

Farm Aid, a 12-hour country music telethon, is set for The Nashville Network Sept. 22. Promoters are hoping to raise $40 million for the cause. Willie Nelson and Illinois Gov. James Thompson are organizing the event 23

Penalty avoided

United Cable Television of Los Angeles has passed the first hurdle in avoiding a damage payment to Los Angeles. The penalty would be for missing a June 30 deadline to have built and activated 50 miles of cable in the east San Fernando Valley franchise 28

Cover Story

Eastern Show organizers, buoyed by a strong advanced registration and good attendance at other industry conventions, are expecting a strong turnout when the affair gets under way this week. About 3,500 people are expected to visit the Atlanta gathering. See page 24.

On Demand Programming 34

Portel Services Network ordering system, capable of processing home shopping, banking and pay-per-view transactions, will begin next month in Pittsburgh-area suburbs.

Advertising 36

Financial News Network, rebounding from cutbacks a year ago, has newly recruited sales staff in place aimed at maintaining the network's streak of profitable quarterly results.

System Profile 38

When Falcon Communications was awarded the cable franchise for Pasadena, it expected somewhat of a smooth-sailing operation. The company was well-established in the area, and as the country's 30th-largest operator, it had the expertise. Even still, Falcon discovered that a newbuild situation is never an easy task.

Departments

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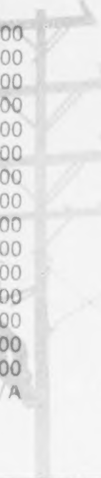
Parting Words 58

CABLE STATS

Cable Industry Growth Chart



YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	~28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. [illegible]
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
Arts & Entertainment	24
BET	[illegible]
CBN Cable Network	8
Cinemax (West)	[illegible]
CSN (Cable Sports Network)	4
C-SPAN	10
Dodgervision	6
Eternal Word Television Network	18
Financial News Network	4
Gemini Storytime	[illegible]
HBO (West)	13
HTN	16
Home Shopping Network	[illegible]
The Learning Channel	16
Lifetime	17
MSN—The Information Channel	[illegible]
MTV	11
National Jewish Television	19
Nickelodeon	[illegible]
PTL	2
Reuter Monitor Service	18
Seeburg Lifestyle Music	[illegible]
Showtime (West)	[illegible]
SPN	[illegible]
Studioline	[illegible]
The Learning Channel	16
Trinity Broadcasting Network	[illegible]
USA Cable Network	9
(during blackout)	[illegible]
Video Hits One	15
The Weather Channel	[illegible]

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	10
Biznet	6
Bravo	[illegible]
Cable Sports Network	8
Home Sports Entertainment	11
Madison Square Garden	6
National Christian Network	7
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
Odyssey	23
The Playboy Channel	15
The Power of Life Network	7
The Silent Network	16
SportsVision	9
WPIX—New York	19

Westar III (Western Union)	**Transponder**
CNN	5

Westar IV (Western Union)	**Transponder**
Atlantic City Horse Racing	[illegible]
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Public Broadcasting Service	[illegible]
Texas State Network	[illegible]
Word of Faith Satellite Network	[illegible]

Westar V (Western Union)	**Transponder**
Fantasy Unrestricted Network (FUN)	[illegible]
FUN Weekend Pay-per-view	[illegible]
The Meadows Racing Network	[illegible]
Pro Am Sports System (PASS)	[illegible]
The University Network	[illegible]

Comstar D-4 (AT&T/GTE)	**Transponder**
American Extasy	[illegible]
Country Music Television (CMTV)	[illegible]
KTVT (Dallas)	[illegible]
SelecTV	[illegible]

Galaxy I (Hughes)	**Transponder**
CBN Cable Network	[illegible]
Cinemax (East)	[illegible]
CNN	[illegible]
CNN Headline News	[illegible]
C-SPAN	[illegible]
The Discovery Channel	[illegible]
The Disney Channel (East)	3
(West)	[illegible]
EPG	[illegible]
ESPN	[illegible]
GalaVision	[illegible]
HBO (East)	[illegible]
Home Team Sports	12
Keyfax National Teletext Magazine	18
Moody Broadcasting Network	[illegible]
The Movie Channel (East)	10
(West)	[illegible]
The Nashville Network	[illegible]
PTL	[illegible]
Showtime (East)	[illegible]
SIN	[illegible]
Studioline	[illegible]
WGN	[illegible]
WOR-TV	15
WTBS	18

Spacenet I (GTE)	**Transponder**
ACTS	15

Aurora F5 (Alascom)	**Transponder**
Alaska Satellite Television Project	24
[illegible]/Alaska Television Network	20
NASA Contract Channel	13

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc.	[illegible]
2	American Television and Communications Corp.	[illegible]
3	Group W Cable	[illegible]
4	Cox Cable Communications	[illegible]
5	Storer Cable Communications	[illegible]
6	Warner Amex Cable Communications Inc.	[illegible]
7	Continental Cablevision	[illegible]
8	Times Mirror Cable Television Inc.	[illegible]
9	Newhouse Broadcasting	[illegible]
10	United Cable Television	[illegible]
11	Viacom Cablevision	[illegible]
12	UA Cablesystems Corp.	[illegible]
13	Sammons Communications Inc.	[illegible]
14	Cablevision Systems Development Co.	[illegible]
15	Rogers Cablesystems Inc.	[illegible]
16	Jones Intercable Inc.	[illegible]
17	Comcast Cable Communications Inc.	[illegible]
18	TeleCable Corp.	[illegible]
19	Heritage Communications Inc.	[illegible]
20	McCaw Communications	[illegible]
21	Capital Cities Cable Inc.	[illegible]
22	Wometco Cable TV Inc.	[illegible]
23	Daniels & Associates	[illegible]
24	Centel Cable Television Company	[illegible]
25	Prime Cable Corporation	[illegible]
26	TCA Group	[illegible]
27	Multimedia Cablevision Inc.	[illegible]
28	American Cablesystems Corporation	[illegible]
29	Cablevision Industries	[illegible]
30	[illegible] Cable	[illegible]
31	Maclean Hunter Cable TV Ltd.	[illegible]
32	Scripps Howard	[illegible]
33	[illegible]	[illegible]
34	Colony Communications Inc.	[illegible]
35	Tribune Cable Communications Inc.	[illegible]
36	[illegible]	[illegible]
37	Adelphia Communications	[illegible]
38	Century Communications Corporation	[illegible]
39	Service Electric Cable T.V. Inc.	[illegible]
40	Communications Services Inc.	[illegible]
41	Tele-Media	[illegible]
42	[illegible]	[illegible]
43	Rifkin & Associates	[illegible]
44	TKR Cable	[illegible]
45	Western Communications	[illegible]
46	[illegible]	[illegible]
47	Adams-Russell Communications	[illegible]
48	Harron Communications Corp.	[illegible]
49	[illegible]	[illegible]
50	[illegible]	[illegible]
51	[illegible]	[illegible]
52	[illegible]	[illegible]
53	Midwest Video Corporation	[illegible]
54	[illegible] Cable Corporation	[illegible]
55	[illegible]	[illegible]
56	Lenfest Group	[illegible]
57	Armstrong Utilities Inc.	[illegible]
58	Greater Media	[illegible]
59	Summit Communications Inc.	[illegible]
60	Communications Systems Inc.	[illegible]
61	Multi-Channel TV Cable Co.	[illegible]
62	Cencom Cable Associates Inc.	[illegible]
63	[illegible] Cable TV Corporation	[illegible]
64	U.S. Cable Corporation	[illegible]
65	King Videocable Company	[illegible]
66	McClatchy Newspapers	[illegible]
67	The Essex Group	[illegible]
68	WEHCO Video Inc.	[illegible]
69	Media General	[illegible]
70	Cable Management Associates Inc.	[illegible]
71	Palmer Communications Inc.	[illegible]
72	Sonic Communications	[illegible]
73	[illegible] Cable Television Company	[illegible]
74	Omega Communications	[illegible]
75	Booth Communications Company	[illegible]
76	Susquehanna Broadcasting	[illegible]
77	Pencor Services Inc.	[illegible]
78	Acton Corporation	62,274
79	[illegible]	61,917
80	Clear T.V. Cable Associates Ltd.	58,448 (4/85)
81	[illegible] Communications	[illegible]
82	[illegible] Media	56,731
83	[illegible] Cable T.V. Corporation	56,128
84	Coaxial Communications	[illegible]
85	[illegible] Corporation	[illegible]
86	The Daily Press	52,000 (3/85)
87	National Telecommunications Corporation	51,800 (1/84)
88	First Carolina Communications Inc.	49,541 (6/85)
89	United Video Management	49,444 (1/85)
90	Masada Corporation	48,700 (1/85)
91	[illegible] Cablevision and Radio Co. Inc.	48,670 (1/85)
92	Simmons Communications	48,300 (2/85)
93	Communicom	47,094 (1/85)
94	Bresnan Communications	44,664 (3/85)
95	Joseph Gans Cable T.V.	43,404 (3/85)
96	Chambers Communications Corporation	43,160 (1/85)
97	Whitney Communications Corporation	42,800 (5/85)
98	Matrix Enterprises	[illegible]
99	Northland Communications Corporation	[illegible]
100	Dowden Communications	42,419 (6/85)

Subscriber counts are provided by MSOs to International Thomson Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs
1	San Diego, CA	Cox Cable	[illegible]
2	Westchester/Long Island, NY	Cablevision Systems Development	[illegible]
3	Manhattan, NY	ATC	[illegible]
4	Florida Division ([illegible])	ATC	[illegible]
5	San Antonio, TX	Rogers Cablesystems	[illegible]
6	Houston, TX	Warner Amex	[illegible]
7	East Orange, NJ	Maclean Hunter	[illegible]
8	Honolulu, HI	ATC	[illegible]
9	Wayne, NJ	[illegible]	[illegible]
10	Tulsa, OK	United Cable	[illegible]
11	Cincinnati, OH	Warner Amex	[illegible]
12	Englewood, [illegible]	[illegible]	[illegible]
13	Cherry Hill, NJ	[illegible]	[illegible]
14	Rochester, NY	[illegible]	[illegible]
15	Atlanta, GA	[illegible]	[illegible]
16	Baltimore County, MD	[illegible]	[illegible]
17	[illegible]	[illegible]	[illegible]
18	Tidewater (Norfolk), VA	[illegible]	[illegible]
19	San Jose, CA	[illegible]	[illegible]
20	Memphis, TN	[illegible]	[illegible]
21	Jacksonville, FL	[illegible]	[illegible]
22	Austin, TX	[illegible]	[illegible]
23	Seattle, WA	Group W	[illegible]
24	Charlotte, NC	[illegible]	[illegible]
25	San Juan, PR	[illegible]	[illegible]
26	Toledo, OH	[illegible]	[illegible]
27	Suffolk County (Long Island), NY	[illegible]	[illegible]
28	[illegible]	[illegible]	[illegible]
29	Jefferson Parish [illegible], LA	[illegible]	[illegible]
30	[illegible], CA	[illegible]	[illegible]
31	San [illegible], CA	[illegible]	[illegible]
32	[illegible]	[illegible]	[illegible]
33	Los Angeles, CA	[illegible]	[illegible]
34	Wilmington, DE	[illegible]	[illegible]
35	Grand Rapids, MI	[illegible]	[illegible]
36	Seattle, WA	[illegible]	[illegible]
37	Wichita, KS	[illegible]	[illegible]
38	Jackson, MS	[illegible]	[illegible]
39	Dallas, TX	[illegible]	[illegible]
40	[illegible]	[illegible]	[illegible]
41	Pittsburgh, PA	[illegible]	[illegible]
42	Prince George's County, MD	[illegible]	[illegible]
43	Phoenix, AZ	[illegible]	[illegible]
44	Boston, MA	[illegible]	[illegible]
45	Baton Rouge, LA	[illegible]	[illegible]
46	Louisville, KY	[illegible]	[illegible]
47	Sacramento, CA	[illegible]	[illegible]
48	[illegible]	[illegible]	[illegible]
49	Tacoma, WA	[illegible]	[illegible]
50	Flint, MI	[illegible]	[illegible]
51	[illegible]	[illegible]	[illegible]
52	Corpus Christi, TX	[illegible]	[illegible]
53	[illegible]	[illegible]	[illegible]
54	Jefferson County, KY	[illegible]	[illegible]
55	Cleveland Heights, OH	[illegible]	[illegible]
56	South Bend, IN	Heritage	[illegible]
57	Santa Monica, CA	Group W	[illegible]
58	[illegible]	Times Mirror	[illegible]
59	Fairfax, VA	Media General	[illegible]
60	Omaha, NE	Cox Cable	[illegible]
61	Raleigh, NC	ATC	[illegible]
62	Nashville, TN	Viacom	[illegible]
63	Kansas City, MO	ATC	[illegible]
64	Columbus, OH	Warner Amex	[illegible]
65	St. Petersburg, FL	Group W	[illegible]
66	Akron, OH	Warner Amex	[illegible]
67	Buffalo, NY	[illegible]	[illegible]
68	Boston Complex (Malden), MA	Warner Amex	[illegible]
69	[illegible], MA	Greater Media	[illegible]
70	Oklahoma City, OK	Cox Cable	[illegible]
71	Syracuse suburbs, NY	Newchannels Corp.	[illegible]
72	Fayetteville, NC	ATC	[illegible]
73	Allentown, PA	Service Electric	[illegible]
74	El Paso, TX	Group W	[illegible]
75	Hartford, CT	Times Mirror	[illegible]
76	Chicago suburbs ([illegible] Park), IL	Cablevision Systems	[illegible]
77	Madison, WI	TCI	[illegible]
78	Monterey, CA	Western Communications	[illegible]
79	Santa Barbara, CA	Cox Cable	[illegible]
80	Mt. Prospect, IL	Cablenet	[illegible]
81	Sarasota, FL	Storer	[illegible]
82	Birmingham, AL	ATC	[illegible]
83	Snohomish County, WA	Viacom	[illegible]
84	Ft. Worth, TX	Sammons	[illegible]
85	Harrisburg, PA	[illegible]	[illegible]
86	Bridgeport, CT	Cablevision Systems Development	[illegible]
87	Las Vegas, NV	Times Mirror	[illegible]
88	New Britain, CT	United Cable	[illegible]
89	New Haven, CT	Storer Scripps Howard	[illegible]
90	Des Moines, IA	Heritage	[illegible]
91	Indianapolis, IN	ATC	[illegible]
92	West Palm Beach, Fla.	Group W	[illegible]
93	Stamford (Fairfield), CT	Cablevision Systems Development	[illegible]
94	Knoxville, TN	TCI	[illegible]
95	Albany, GA	Storer	[illegible]
96	Chatsworth, CA	Valley Cable TV	[illegible]
97	Binghamton, NY	Newchannels Corp.	[illegible]
98	Shreveport, LA	ATC	[illegible]
99	Knoxville, TN	TeleScripps	[illegible]
100	Columbus, OH	Coaxial Communications	[illegible]

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.

- Westinghouse weighs sale of cable properties
- Viacom to take control of Showtime & MTV
- Who's muscling whom? Scrambling debate intensifies
- Turner floats movie channel concept

Eastern Show:
Scoping new opportuniti

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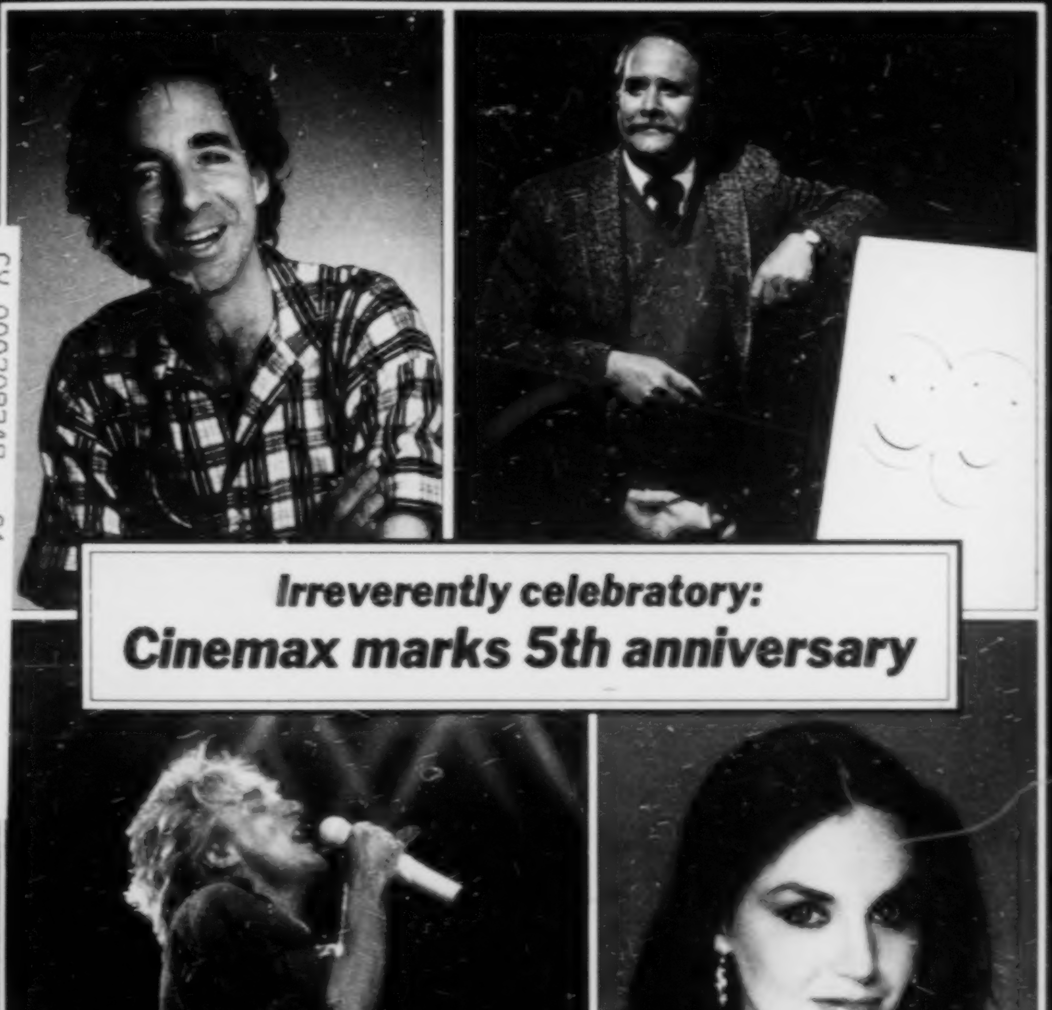


Irreverently celebratory:
Cinemax marks 5th anniversary

CableVision

Leading the Week

Westinghouse to sell systems

Westinghouse Electric announces a major restructuring effort which will include the sale of its 2.1 million subscriber cable television division 11

Scrambling debate

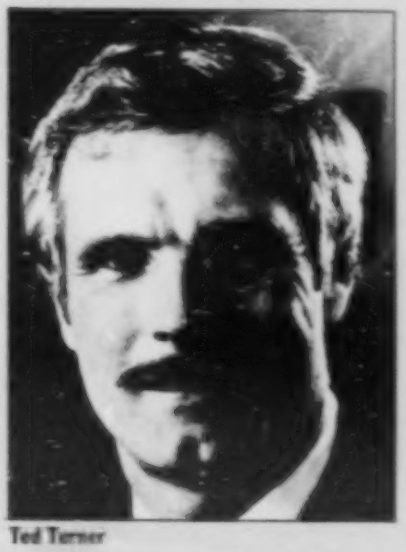
The dispute continues over control and technology of scrambling as basic programmers are not responding to MSO's push toward M/A-COM's VideoCipher II 12

Viacom controls Showtime, MTV

Viacom International, which already owns 50 percent of Showtime/The Movie Channel, has agreed to acquire Warner Communication's interest in Showtime/TMC and MTV 13

Warner Amex cable plans

Theories and questions surround the issue of what Warner Amex's Chairman Steven Ross will ultimately do with its cable systems after Viacom took over Showtime/TMC and MTV 14



Ted Turner

TBS classic movie channel

Turner Broadcasting System is working up a proposal to launch a full-time classic movie network with a library of some 500 MGM films as a main attraction ..14

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PPV merger close

The proposed merger between Telstar Corp. and Pierce Ventures Ltd., that would create a national PPV service will be finalized by Labor Day according to executives with both companies........15

Centel Videopath success

The Centel Videopath, the cable industry's first "hard" advertising interconnect, is drawing revenues of about $1 million a year and is proving to be an important tool for delivery of broadcast programming and corporate videoconferencing after two years in business ..16

Detroit suburbs sue Booth

Four Detroit suburbs are suing Booth Communications Inc. to determine whether federal law supersedes local television franchise contracts. The suit is one of the first legal challenges to the country's 1984 Cable Communications Policy Act 17

Connecticut regulation

Cable operators in Connecticut will decide later this month whether to oppose a proposed state regulation requiring operators to give customer rebates for "significant" system outages................17

HSN expands air time

Home Shopping Network expanded from its five-hour midday block to 16-hour daily transmission as a prelude to starting full-time operations sometime next month 20

Explore other avenues

While the pay TV boom may have slowed down, there are a variety of ways operators can improve profit potential. That was the message at the annual Eastern Cable Television Show last week in Atlanta 21

Slow pay cable growth

John Billock of Home Box Office and Jack Heim of Showtime/TMC gave a multitude of reasons at the Eastern Show why pay cable growth has generally been lackluster this year and cited several factors behind the recent slippage in pay sub acquisition rates 22

Local ad advantages

Don Olsen of Colony Communications, Frank Woodbeck of Capital Cities Cable and Rod Clark of ATC told an Eastern Show group to take advantage of local advertising sales 23

Cover Story

Daryll Hall and John Oates with Eddie Kendricks and David Ruffin.

Convinced they have nailed down the right mixture of image and program mix, Cinemax officials are celebrating the system's fifth anniversary brimming with confidence. Cinemax programming includes entertainers featured on the cover: (top left) Harry Shearer, (top right) Martin Mull, (bottom left) Rod Stewart and (bottom right) Crystal Gayle. Associate Editor Simon Applebaum reports on page 28.

On Demand Programming 25

In their attempts to keep the viewing public tuned into cable, operators are looking to pay-per-view as the weapon to be used against VCR ownership. Some research has shown that a significant number of viewers exposed to PPV prefer it over patronizing videotape rental stores.

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Film product comparison— September

Film	Pay Networks					Distributor
Actor				HTN		TEN
Adventures of Buckaroo Banzai: Across the 8th Dimension	(HBO)		TMC*			20th Century-Fox
Agent 008 3/4			TMC			New Century
Alice's Adventures in Wonderland		ST				Mulier Media
Alligator			(TMC)		MAX	Cinema Signal
All That Jazz			(TMC)		MAX*	20th Century-Fox
All the President's Men	HBO		TMC			Warner Bros.
Alphabet City	(HBO)	(ST)			MAX	Atlantic TV
Ambush		ST				MGM/UA
Android	(HBO)				MAX	Castle Hill
Anna to the Infinite Power				HTN*		Film Gallery
Aphrodite		ST*				Atlantic TV
Ask Any Girl					MAX	MGM/UA
Bachelor and the Bobby Soxer					MAX	RKO
Battleground					MAX	MGM/UA
Bells Are Ringing			(TMC)	HTN*		MGM/UA
Best Defense		ST				Paramount
Beyond the Limit	HBO				(MAX)	Filmwriters
Big Chill, The	HBO*				(MAX)	Columbia
Big Leaguer		ST				MGM/UA
Big Red One					MAX	Lorimar
Big Score, The	HBO					Almi
Biko Inquest, The		ST				Showtime
Bite the Bullet					MAX	Columbia
Bitter Harvest			TMC*		(MAX)	Viacom
Blackout	HBO*					Peregrine
Black Stallion Returns, The	HBO	(ST)				MGM/UA
Blue Lagoon	HBO	(ST)	TMC			Columbia
Blues Brothers, The					MAX	Universal
Body Rock	HBO					New World
Bounty	(HBO)				MAX*	Orion
Brady's Escape	(HBO)		TMC	(HTN)		Satori
Brass Ring, The			TMC	(HTN)		Film Gallery
Breakin'	HBO					Cannon Films
Bringing Up Baby					MAX	RKO
Buddy System, The	(HBO)	ST		(HTN)	(MAX)	20th Century-Fox
Bustin' Loose					MAX	Universal
Cal			TMC		MAX	Warner Bros.
Carnal Knowledge	HBO		(TMC)			Embassy
Catherine & Co		ST*				Film Gallery
Chattanooga Choo Choo	HBO*		(TMC)			April Fools
C.H.U.D.	HBO		TMC			New World
Cloak & Dagger	(HBO)	(ST)	TMC*	(HTN)		Universal
Come Fly With Me		ST				MGM/UA
Competition, The					MAX	Columbia
Conan the Destroyer	HBO*	(ST)	(TMC)	HTN	(MAX)	Universal
Crackers			TMC		(MAX)	Universal
Cross Creek	HBO*			(HTN)	MAX*	Thorn/EMI
Daniel					MAX	Filmwriters
Dark Places		ST	(TMC)			Castle Hill
Dead and Buried					MAX	Film Finance
Educating Rita	HBO*		TMC	(HTN)	(MAX)	Columbia
Eraserhead			TMC			Almi
Escape Artist, The			TMC			Zoetrope
Executioner's Song			TMC		(MAX)	Viacom
Exterminator, The	HBO*					Embassy
Fat Chance				HTN		Wrightwood Entertainment
5th Musketeer					MAX*	Columbia
Fighting Back			TMC*			Paramount
Fitzcarraldo			TMC			Viacom
Footloose		(ST)	TMC*			Paramount
For the First Time		ST				MGM/UA
French Postcards			TMC*			Paramount
Funny Lady	HBO			HTN*	(MAX)	Columbia
Gaslight		(ST)		HTN*		Warner Bros.
Gift of Love, The					MAX*	20th Century-Fox
Gloria	HBO					Columbia
Golden Seal, The	HBO		(TMC)			S. Goldwyn
G'ole!				HTN*		Warner Bros.
Gondola, The				HTN*		TEN
Gorky Park	(HBO)				MAX*	Orion
Grey Fox, The	(HBO)	ST				The Movie Store
Greystoke: The Legend of Tarzan, Lord of the Apes	HBO*	(ST)	(TMC)			Warner Bros.
Hambone & Hillie	HBO*			HTN	(MAX)	New World
Hardbodies	HBO*					Columbia
Hardly Working	HBO				(MAX)	Hardly Working Ltd.
Heat and Dust	(HBO)	ST*			MAX	Universal
Highest Honor	HBO					Universal
Highpoint	(HBO)			HTN		New World
Hollywood Hot Tubs		ST			MAX	Seymour Bord
Hook, The		ST				MGM/UA
Hopscotch			TMC		(MAX)	Viacom
Hot Dog-The Movie	HBO		(TMC)		(MAX)	MGM/UA
Hot Stuff	(HBO)			HTN*	MAX	Columbia
House of the Long Shadows	(HBO)	(ST)			MAX	Viacom
Hysterical					MAX	Cinema Group
Iceman	(HBO)	(ST)	(TMC)	HTN*		Universal
Ice Pirates		(ST)		HTN	(MAX)	MGM/UA
If You Could See What I Hear	(HBO)	(ST)			MAX	The Movie Store
I'm a Fool		ST				Cinema Signal
It's a Dog's Life		ST				MGM/UA
Jack Frost				HTN		Corinth
Jaws III	(HBO)		(TMC)	HTN*	(MAX)	Universal
Jeremy			(TMC)		MAX	MGM/UA
Karik the Wolf Dog		ST				Viacom
Keep, The			TMC*			Paramount
Kentucky Fried Movie			(TMC)		MAX	UFD
Kidco	HBO					20th Century-Fox
Kind Hearts & Coronets			TMC			Janus
King of Comedy					MAX	Empax
Kipperbang		ST	(TMC)			Coldcrest
Ladies of the Corridor				HTN		TEN
Last Starfighter, The	HBO*	(ST)	(TMC)	(HTN)	(MAX)	Universal
Last Tycoon, The			TMC			Paramount
Leave 'Em Laughing		ST			(MAX)	Viacom
Lies My Father Told Me	HBO					Columbia
Life on Earth	(HBO)			HTN		Warner Bros
Love Letters	(HBO)		TMC*			New Horizons
Love Streams	HBO					Cannon Films
Magic of Lassie	HBO*				(MAX)	Lassie Prod.
Making the Grade	(HBO)		TMC*			MGM/UA
Master Harold and the Boys		ST				Showtime
Melanie	HBO		(TMC)		(MAX)	Simcom
Merry Christmas, Mr. Lawrence			TMC*			Universal
Metalstorm		ST				Universal
Metalstorm: The Destruction of Jared Syn				HTN*	(MAX)	Universal
Mike's Murder	(HBO)	(ST)			MAX	Warner Bros
Minor Miracle, A		(ST)		HTN*		K-Pay
Money on the Side	HBO					Columbia
Moonlighting			TMC	HTN*	(MAX)	Universal
Mother is a Freshman			TMC			20th Century-Fox
Mother Lode	HBO	(ST)			MAX*	Atlantic TV
Mother Wore Tights					MAX	20th Century-Fox
Muppets Take Manhattan	HBO*					Tri-Star
Murder In Space		ST*				Showtime
Mussolini: The Decline & Fall of Il Duce-Pt. 1&2	HBO					HBO Premiere Films & RAI
My Favorite Wife					MAX	20th Century-Fox
My Favorite Year		ST				MGM/UA
My Tutor	(HBO)	ST	TMC		(MAX)	Universal
Natural, The	HBO*					Tri-Star
Nesting, The		ST				Castle Hill
Never Say Never Again	HBO	(ST)	TMC*	HTN*	(MAX)	Warner Bros
Nightmares	HBO					Universal
Night of the Juggler			TMC			Viacom
Night of the Shooting Stars			TMC*		MAX	Warner Bros
1900			TMC			Paramount
No Other Love					MAX*	TLF
Now and Forever		ST				Universal
Once Upon a Time in America	HBO	ST	TMC			Warner Bros.
One From the Heart		(ST)	TMC			Zoetrope
On Golden Pond	HBO				(MAX)	ITC
Oxford Blues	HBO*	(ST)	(TMC)	(HTN)		MGM/UA
Paradise					MAX	Embassy
Password is Courage, The		ST				MGM/UA
Percy			TMC			Viacom
Personal Best			TMC			Warner Bros
Personals, The	HBO					Viacom
Phar Lap			TMC*		(MAX)	20th Century-Fox
Philadelphia Experiment, The					MAX	New World
Police Academy	HBO*	(ST)	(TMC)		(MAX)	Warner Bros.
Popeye		ST				Paramount
Porky's					MAX	20th Century-Fox
Private Eyes					MAX*	Private Eyes

Film	Pay Networks					Distributor
Private Potter		ST				MGM/UA
Professor Potter's Magic Potion		ST	(TMC)			Satori
Race For The Yankee Zephyr					MAX	Hemdale
Rare Breed	(HBO)				MAX	New Breed
Red Dawn	HBO*	(ST)	(TMC)		(MAX)	MGM/UA
Reno & the Doc	HBO					ACM TV
Return of Martin Guerre, The			TMC			European International
Reunion at Fairborough	HBO*					Columbia
Revenge of the Nerds	HBO*	(ST)	(TMC)		(MAX)	20th Century-Fox
Revenge of the Ninja	HBO	(ST)			(MAX)	Viacom
Rhinestone	HBO*	(ST)	(TMC)		(MAX)	20th Century-Fox
Right Stuff, The	(HBO)	ST	(TMC)	(HTN)		Warner Bros
River Rats, The		ST				Paramount
Roadhouse 66	HBO					Atlantic TV
Rock n Roll High School			TMC			Viacom
Roller Boogie	HBO					CMP
Romancing the Stone	(HBO)	ST	(TMC)		(MAX)	20th Century-Fox
Rope			TMC*	HTN*		Universal
Royal Wedding			TMC*		(MAX)	MGM/UA
Sacred Ground		ST				Pacific Int'l
Secret of the Golden Dragon			(TMC)	HTN*		Satori
Secrets			TMC			Goldcrest
Seduction of Joe Tynan	HBO					Universal
Sheena	HBO					Columbia
Sinbad and the Eye of the Tiger	HBO					Columbia
Sixteen Candles	HBO*	(ST)	(TMC)	(HTN)	(MAX)	Universal
Six Weeks	HBO				(MAX)	Polygram
Slayground	(HBO)				MAX	Thorn/EMI
Something Wicked This Way Comes	HBO*	(ST)	(TMC)	HTN		B.V
Somewhere Tomorrow	HBO			(HTN)		Film Gallery
Space Raiders	HBO		(TMC)			New Horizons
Splash	(HBO)	ST		HTN	(MAX)	B. Vista
Split Image					MAX	Polygram
Spy With My Face, The				HTN*		MGM/UA
Squeeze Play		ST				Troma
Stacy's Knights					MAX	Crown
Starstruck	HBO*					Learning Corp of America
Staying Alive		(ST)	TMC			Paramount
Stella Dallas	(HBO)		(TMC)	(HTN)	MAX	S. Goldwyn
Stories From A Flying Trunk		(ST)	TMC			Vaicom
Strange Invaders	(HBO)			HTN	(MAX)	Orion/WB
Sudden Impact	(HBO)				MAX*	Warner Bros
Super Fuzz	(HBO)				MAX	Embassy
Swallows and Amazons			TMC			Viacom
Swamp Thing, The	(HBO)				MAX	Embassy
Swing Shift	(HBO)	(ST)	(TMC)		MAX	Warner Bros
Tank	HBO*	(ST)	(TMC)			Universal
Target Eagle			TMC			Viacom
Teachers	HBO		TMC			MGM/UA
Ten From Your Show of Shows	HBO*					Les Haber
Terminator, The	HBO					Hemdale
						Leisure Corp
Testament	HBO*					Paramount
Three Little Words			(TMC)	HTN*	(MAX)	MGM/UA
Thumbelina				HTN		Turner Program Service
Tightrope	HBO	ST	TMC		MAX	Warner Bros
To Catch a King	HBO					Entertainment Partners
Topper					MAX	Hal Roach
Top Secret		(ST)	TMC			Paramount
To Trap a Spy			TMC			MGM/UA
Toy Soldiers		ST				New World
Treasure in the Caves		ST	(TMC)			Satori
Treasure Island			TMC			Warner Bros
Trenchcoat	HBO	(ST)	TMC	(HTN)	(MAX)	BV
Trouble With Harry The			TMC*	(HTN)		Universal
True Confessions		(ST)	TMC			MGM/UA
Underfire	HBO				(MAX)	Orion
Under the Volcano	HBO				(MAX)	Universal
Unfaithfully Yours		ST		(HTN)	(MAX)	20th Century-Fox
Until September	(HBO)	ST*				MGM/UA
Vanessa					MAX	Film Gallery
Walk on the Wild Side	HBO			HTN*	(MAX)	Columbia
Where the Boys Are (1984)	HBO*				(MAX)	Tri-Star
The Wicked Lady		ST*			(MAX)	Viacom
Wild Life, The	HBO	ST	TMC			Universal
Willy Wonka & the Chocolate Factory	(HBO)		(TMC)		MAX	Warner Bros
Woman In Red, The	HBO*					Orion
Wonder Man		ST			(MAX)	Goldwyn
Wuthering Heights					MAX*	S. Goldwyn

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- ■ Networks in parentheses indicate carriage in April, May, June, July, August and/or September.
- ■ An asterisk indicates the film is a carry-over from April, May, June, July, August and/or September.
- ■ In total, 198 films appear on the September schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, four films have played on all five services, 14 films have played on four of the five services, 22 films have played on three services and 57 films on two services. One hundred and one were unduplicated.
- ■ The motion picture distributor with the most titles on pay TV this month is MGM/UA with 21, followed by Universal with 17, Warner Brothers with 15 and Columbia and 20th Century-Fox with 13.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	3,660,308	(3/85)
2	American Television and Communications Corp	2,500,000	(2/85)
3	Group W Cable	2,093,794	(3/85)
4	Cox Cable Communications	1,521,667	(3/85)
5	Storer Cable Communications	1,500,000	(3/85)
6	Warner Amex Cable Communications Inc	1,204,000	(3/85)
7	Continental Cablevision	1,033,100	(4/85)
8	Times Mirror Cable Television Inc	978,140	(3/85)
9	Newhouse Broadcasting	913,190	(4/85)
10	United Cable Television	806,000	(3/85)
11	Viacom Cablevision	800,000	(4/85)
12	UA Cablesystems Corp	713,000	(4/85)
13	Sammons Communications Inc	659,716	(4/85)
14	Cablevision Systems Development Co	596,799	(3/85)
15	Rogers Cablesystems Inc	589,357	(4/85)
16	Jones Intercable Inc	511,842	(7/85)
17	Comcast Cable Communications	481,000	(3/85)
18	Telecable Corp	453,094	(3/85)
19	Heritage Communications Inc	447,192	(3/85)
20	McCaw Communications	382,000	(3/85)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	256,415	(3/85)
2	Woodbury (Long Island), NY	Cablevision Systems Development	226,950	(4/85)
3	Manhattan, NY	ATC	206,900	(12/84)
4	Florida Division (Orlando/Ormond Beach)	ATC	196,700	(12/84)
5	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6	Houston, TX	Warner Amex	185,000	(3/85)
7	East Orange, NJ	MacLean Hunter	172,246	(3/85)
8	Honolulu, HI	ATC	156,400	(12/84)
9	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10	Tulsa, OK	United Cable	134,989	(4/85)
11	Cincinnati, OH	Warner Amex	133,000	(3/85)
12	Englewood, CO	United Cable	125,400	(3/85)
13	Cherry Hill, NJ	New York Times	123,134	(4/85)
14	Rochester, NY	ATC	117,100	(12/84)
15	Atlanta, GA	Prime Cable	116,642	(3/85)
16	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17	Erie County, NY	Prime Cable	114,908	(4/85)
18	Tidewater (Norfolk), VA	Cox Cable	113,888	(3/85)
19	San Jose, CA	Gill Industries	106,724	(4/85)
20	Memphis, TN	ATC	106,300	(12/84)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc

9/12/85
C4722-2

- Appeals court [illegible]
- N.Y. Times and Cable [illegible]
- [illegible]
- U.S. [illegible]

Business special: Sources of capitalization

CableVision

[illegible]

Invasion of the dish people: SPACE convenes in Nashville

FiberTron
LAKE CITY

CV 000209348 01
ACQUISTIONS EDITOR
CONGRESSIONAL INFO SVC
4520 EAST WEST HIGHWAY
BETHESDA MD 20814

CableVision

Leading the Week

Court refuses stay

The U.S. Court of Appeals has refused to stay its decision eliminating the FCC's must-carry rules, therefore, unless U.S. Chief Justice Warren Burger intervenes, must-carry will no longer be effective as of Sept. 10 11

Telco PPV experiment

NYNEX has been testing an impulse pay-per-view ordering system during the past five months among subscribers in Catskill, N.Y., to determine if it will pursue permanent relationships with standalone PPV operators..............11

Heritage goes long distance

Heritage Telecommunications Group will enter the long distance data traffic arena, in direct competition with AT&T, because of a technological breakthrough in small receiving satellite dishes that makes them two-way capable 12

New Jersey law upheld

A U.S. District Court has dismissed a challenge to New Jersey's law guaranteeing cable operators access to multiunit dwellings, ruling that SMATV companies and property owners do not have a constitutional right to deny access to cable operators 12

Effects of no must-carry

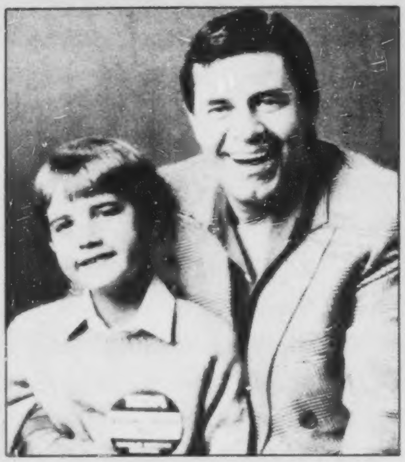
The elimination of the must-carry rules by the federal court has taken effect, harming UHF channel 63 KTIE, according to the NAB............................15

Cox sells earth stations

Cox Cable will begin selling home satellite earth stations supplied by M/A-COM of Hickory, N.C., to potential customers in its franchise in Pensacola, Fla., following a spate of derogatory advertisements sponsored by area dealers of home earth stations 17

Gore plans new bill

Sen. Albert Gore, D-Tenn., told home satellite dish dealers and manufacturers at the SPACE convention in Nashville he would introduce legislation which could delay the development of vehicles to market scrambled satellite programming.......................................19



Funds for MDA

The cable industry's first coordinated fund-raising drive for the Muscular Dystrophy Association earned $1,022,500, with more money expected to be forthcoming....................................20

Rainbow President Arthur Baer

Rainbow gives choice

Rainbow Programming Services has decided to offer operators the choice of running its American Movie Classics premium channel on basic or expanded basic tiers when the service celebrates its first anniversary Oct. 1 21

Auto Showcase expanding

Cable Auto Showcase, a new programming operation that displays used cars over an hour-long leased access program, is seeking to syndicate its operation across the country. By late next year, it hopes to be in at least 10 markets and 600,000 homes 24

Cover Story

The debate over scrambled satellite program services dominated formal sessions and conversations at the SPACE convention and exposition in Nashville. See page 18.

Marketing 25

Free previews, and instant installs have helped a specially-trained group win back former customers in Rogers' Portland-Multnomah system. The 'SWAT' teams have lured some 1,400 added subs since July 29.

Review 26

The Arts & Entertainment Network has given a new lease on life to *United States*, a show that didn't last on broadcast TV in 1980. The revival may have been a mistake, however, for Reviewer Robert DiMatteo says the austere sitcom is understated and possesses a dark underlying mood.

Business 27

For the cable industry, the ability to raise funding has been facilitated, as many lenders view the field with welcome eyes. One New York investment banker noted the problem is not in raising financing, but in finding enough good deals.

Departments

Programming..................................26
Stock Market..................................32
New Products.................................33
Events..33
People..34
Classifieds 37
Advertisers' Index..........................39
Cable Stats.....................................40
Parting Words................................42

CABLE STATS

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	201	3,300,000
Arts & Entertainment (A&E)	2,100	14,000,000
Black Entertainment Television (BET)	486	10,159,588
Cable News Network (CNN)	8,236	33,960,000
CNN Headline News	2,716	16,980,000
C-SPAN	1,950	21,500,000
CBN Cable Network	5,551	29,715,000
Commerce Satellite Network	NA	NA
Country Music Television	300	5,300,000
The Discovery Channel	400	8,000,000
ESPN	10,857	36,500,000
Eternal Word Television Network(EWTN)	267	4,300,000
Financial News Network (FNN)	1,200	18,700,000
Home Shopping Network	324	6,200,000
The Learning Channel	675	5,800,000
Lifetime	2,600	26,600,000
Modern Satellite Network (MSN)	505	10,500,000
Music Television (MTV)	3,100	26,200,000
The Nashville Network	3,500	23,800,000
National Christian Network (NCN)	91	1,333,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	4,045	23,700,000
Odyssey	NA	NA
PTL The Inspirational Network	1,200	12,500,100
Satellite Program Network (SPN)	561	11,000,000
Silent Network	242	7,200,000
SIN Television Network†	364	32,758,700
Trinity Broadcasting Network	409	5,852,000
USA Network	4,200	30,600,000
Video Hits One	547	7,003,000
The Weather Channel	1,780	18,300,000
WGN-TV	1,780	16,112,000
WOR-TV	1,494	5,440,000
WPIX-TV	152	1,785,000
WTBS-TV	9,963	34,809,000

Pay services

American Extasy	6	60,000
American Movie Classics	125	260,000
Bravo	132	342,000
Cinemax	3,200	3,333,000
The Disney Channel	2,450	2,100,000
GalaVision	230	160,000
Home Box Office (HBO)	6,900	14,500,000
Home Theater Network (HTN)	400	300,000
Showtime	3,200	5,400,000
The Movie Channel	3,250	3,250,000
The Nostalgia Channel	55	175,000
The Playboy Channel	580	732,000

Audio services

Cable Radio Network	14	1,100,000
Lifestyle	139	2,566,367
Moody Bible Institute	53	675,023
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo Inc	75	1,115,919
Studioline	NA	NA
WFMT Chicago	154	1,013,000

Text services

AP News Cable	325	4,300,000
AP News Plus	30	700,000
Cable Sportstracker	5	272,000
Dow Jones Cable News	173	2,450,000
Electronic Program Guide (EPG)	255	4,840,000
EPG Jr	NA	NA
Genesis Cable Storytime	21	686,000
Reuters News View	325	3,250,000
TV Decisions	106	2,826,401
UPI Data Cable	450	4,000,000
X'Press	NA	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	6	4,655
Nippon Golden Network	7	8,400
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	8	450,000
The Ecumenical Channel	6	148,000
KTVT	57	1,272,000
Life Newsvision	24	36,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	2	135,000
Newsday Cable	1	240,019
Texas Cable Network	15	800,000

Pay services

Dodgervision	39	NA
Home Sports Entertainment—Houston/Dallas	86	135,800
Home Team Sports	60	158,000
New England Sports Network	72	53,279
PRISM-Philadelphia	87	580,000
Pro-Am Sports	94	105,000
SportsChannel (New England)	68	95,000
SportsChannel (New York)	52	425,000
SportsVision (Chicago)	26	107,000
Z Channel	21	95,000

Announced services

Regional services	Expected Launch
Prime Ticket Network (formerly Box Seat)	4th Quarter 1985

Satellite-fed services

ABC pay-per-view service	1st Quarter 1986
Apollo Entertainment Television	TBA
The Book Channel	1st Quarter 1986
The BuenaVision Channel	TBA
Cabletix	TBA
The Choice Channel	11/85
Discovery Computer Network	4th Quarter 1985
Discovery Financial Network	4th Quarter 1985
Discovery Music Network	4th Quarter 1985
El Canal Musical	4th Quarter 1985
Ethnic Radio Networks	3rd Quarter 1985
The Exchange	4th Quarter 1985
International Business Network	4th Quarter 1985
Magicable	TBA
Movie Time	1/86
Pay-Per-Movie Network	4th Quarter 1985
Satellite Concert Network	TBA
Showtime/TMC Pay-Per-View Network	4th Quarter 1985
Sofcast/National Digital Network	10/85
Telstar Pay-Per-View Service	TBA

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Attention Cable Stats, P.O. Box 5208-T.A., Denver, CO 80217.
NA denotes not available
TBA denotes to be announced

† Total SIN reach: Spanish-speaking households 4,114,400.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers currently on basic cable networks.

A&E

AT&T (R)
Armour Dial (R)
AT&T (R)
Baldwin Pianos (R)
Campbell (N)
Dean Witter (R)
Ford (R)
Hong Kong Tourism (R)
IBM (R)
NVC (N)
Psizer (R)
Tourism of Thailand (R)
Time Inc. (R)
Volvo (R)

ACTS

Barron's
Cottage Collection Cookware
Barbara Mandrell
National Audubon Society
Oakridge Boys
Prophecy Clothes
Tennis Digest
Wall Street Journal

BET

Ajay Enterprises (R)
Adolph Coors (R)
American Beauty Products (R)
Anheuser-Busch (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
J.C. Penney (R)
Johnson & Johnson (R)
KFC Corp. (R)
Kraft (R)
M&M Products Co. (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Pro Care (R)
Pro-line (R)
Proctor & Gamble (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Soft Sheen Products (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps (R)
U.S. Postal Service (R)
Venue De Milo (N)
Warner Lambert (R)
Wendy's (N)
William Wrigley, Jr. (R)

CBN Cable Network**

A.H.P. Boyle
Chevrolet
Clorox
General Foods
Hunts Western
Mars
Mature Marketing
National Liberty
Nabisco
Kal Kan
Sterling Drugs
Time Inc.
TV Guide
World Communications

C-SPAN*

Centel (R)
DuPont (R)
Eastern Airlines (R)
Gannett (R)
General Instrument (R)
GM (R)
M/A-COM (R)
McDonnell Douglas (R)
Time (R)
Times Fiber (R)

Dow Jones Cable News

American Express (R)
Charles Schwab (R)
Consumer Reports (R)
Golf Digest (R)
Smithsonian Magazine (R)
Tennis magazine (R)
Travelers Equity Sales (R)
Zions First National Bank (R)

ESPN

AllState (R)
AT&T (R)
Benjamin Moore (R)
Blistex (R)
Borden's (R)
Castleton (N)
Delco Electronics (N)
Excelsior Fitness (N)
Ford (R)
General Mills (R)
Goodyear Tires (R)
GTE (R)
Headley Co. (N)
InterNorth (N)
Kellogg's (R)
Merrill Lynch (R)
Myoflex (N)
Nabisco (R)
Sears (R)
Toshiba (R)
U.S. Tobacco (R)
Warner Lambert (R)
Zenith (R)

FNN

Avis (R)
AT&T (R)
Charles Schwab (R)
Chrysler (R)
Dow Jones (R)
Emery (R)
Ford Corporation (R)
GMAC (R)
GM Corporation
Hayes Corporation (R)
Hong Kong Tourist Bureau (R)
Internorth (R)
ITT (R)
Kansas City Board of Trade (R)
Merrill Lynch (R)
Nynex (R)
United Airlines (R)
Wall Street Journal (R)
Xerox (R)
Zion Banking (R)
Zweig Forecast (R)

The Learning Channel

American National Cellular (R)
Barron's (R)
Charles Schwab (R)
Investor's Daily (R)
Smithsonian Magazine (R)
Standard & Poor's (R)
Working Woman Magazine (R)

Modern Satellite Network

American Motors (R)
Anheuser-Busch (R)
California Raisin Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes-Benz of North America (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
Upjohn (R)
U.S. Army Corps of Engineers (R)
Washington State Apple Commission (R)
World Book (R)

SPN**

AT&T
Bayer
Casio
Clorox
Coca-Cola
Continental Airlines
Evenflo
Gerber
Kodak
National Liberty Insurance
Rubbermaid
Sears Roebuck & Co.

The Silent Network

Campbell's Soup (R)
Hallmark Cards (R)
Kal Kan (N)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)
Ultratec TDD (R)

The Weather Channel

AMC (R)
AT&T (R)
Armour Dial (R)
City Corp. (R)
Clorox (R)
Dannon Yogurt (R)
Hartford Insurance (R)
Kelloggs (R)
Kraft (R)
Kimberly Clark (R)
Michelin Tires (R)
Proctor & Gamble (R)
Quaker Oats (R)
Prudential Bache (R)
Sara Lee (R)
Sears (R)
3-M (R)
United Airlines (R)
Warner Lambert (R)

R denotes renewal client
N denotes new client
*Listing is comprised of both advertisers and program underwriters
**New and renewal information not available
Source: Advertising clients are provided by the program services to International Thomson Communications Inc.

SEPTEMBER 16, 1985

C4722-2

CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

IT'S OFFICIAL: MUST-CARRY IS DEAD

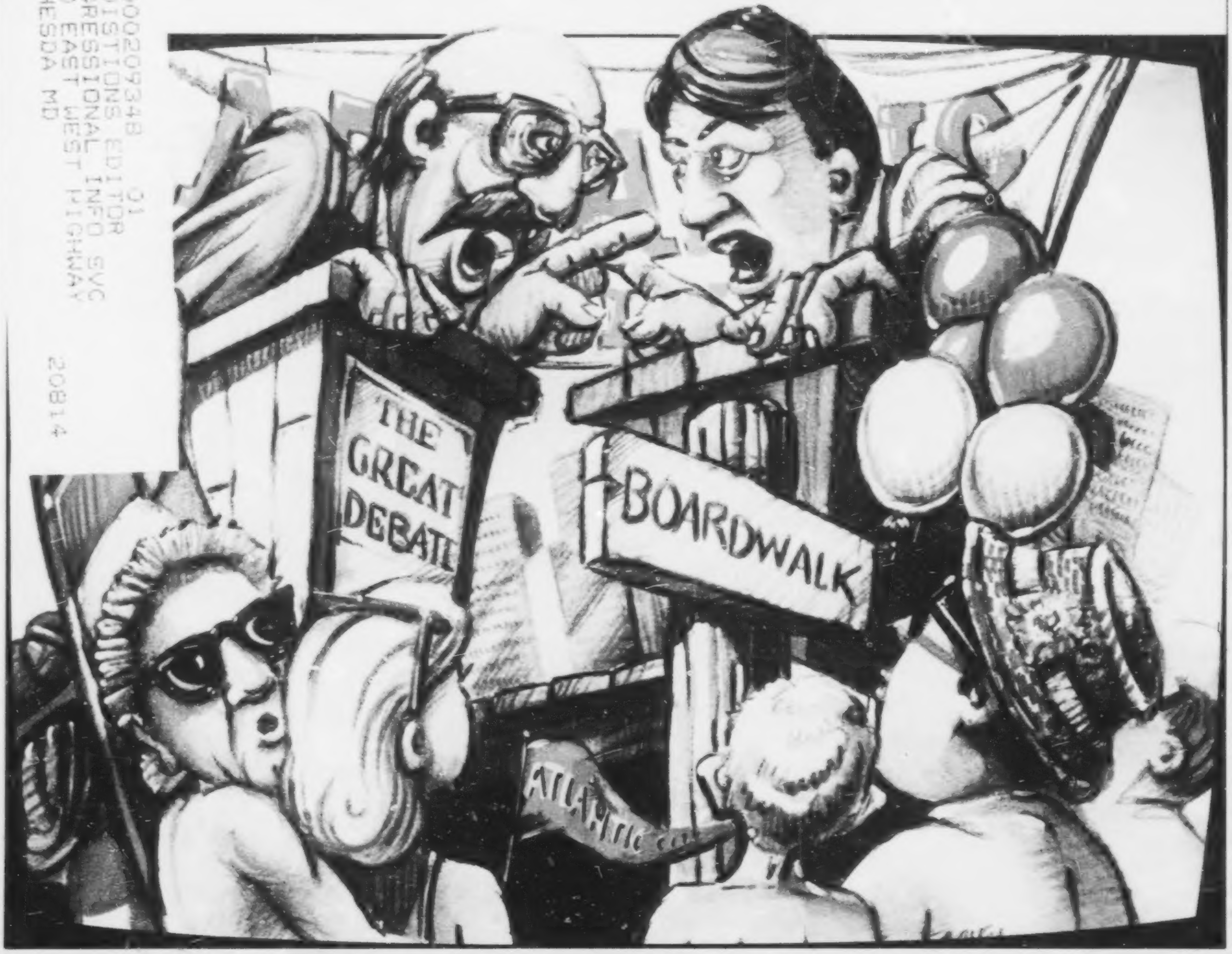
PLAYBOY GOING TO 3-DAY SCHEDULE • VAN VALKENBURG LEAVES COX

PPV DEALMAKING: THE EXCHANGE SIGNS TWO STUDIOS

PROGRAMMERS HUDDLE TO FINALIZE SCRAMBLING PLAN

ANTIC SHOW '85: NO HOLDS BARRED

CV 000209348 01
ACQUISITIONS EDITOR
CONGRESSIONAL INFO SVC
4520 EAST WEST HIGHWAY
BETHESDA MD 20814



CableVision

LEADING THE WEEK

Must-carry dies 13
The Federal Communications Commission's must-carry rules died one day after Chief Justice Warren Berger nixed a request by the National Association of Broadcasters to stay the U.S. Appeals Court's decision holding must-carry unconstitutional.

Preferred to Supreme Ct. 13
The city of Los Angeles has asked the Supreme Court to hear the 9th Circuit Court of Appeals' Preferred Communications decision which it feels may invalidate the Cable Communications Policy Act of 1984 if allowed to stand.

Playboy changes schedule 14
In an effort to bolster the quality of its product, The Playboy Channel is changing its format to a three-day service. Officials hope the experiment will eliminate the churn problem.

Van Valkenburg resigns 16
David Van Valkenburg has resigned as president of Cox Cable Communications. James Robbins, formerly senior vice president of operations for Cox, has been named the new president.

Programmers unite 20
Basic programmers hold meetings in New York to develop a plan to market scrambled signals to home TVRO users that will be presented to the NCTA.

Pay network unveils plans 22
The Pay-Per-Movie Network has outlined details of its financial backing and programming plans. The venture, to be redubbed "People's Choice," expects to debut Nov. 1.

FCC issues Cox order 24
The FCC has released the text of its decision to invalidate a Nebraska regulation which barred Cox Cable from providing business communications services in the state.

New fees OK'd 26
In the first suit challenging the Cable Communications Policy Act of 1984, a Michigan judge has ruled a local cable company may charge new fees for equipment it had promised would be free.

Modifications OK'd in D.C. 26
The Washington, D.C., City Council has given final approval to its cable franchise amendments, including a provision which will transfer the franchise from District Cablevision Inc. to a partnership of DCI and Tele-Communications Inc.

TOPICS

Programming 35
More dollars put into tried-and-true formats while expanding program appeal among the narrowcast basics to draw non-viewers is the pattern set for the fall programming lineup in basic cable.

Florence Henderson

On Demand Programming 42
Results from United Cable's pay-per-view project have led to a continuation of the program through the fall. The project is generating a buy rate of 20 percent after six months in operation.

System Profile 44
The capital of California finally has cable. After several years of setbacks involving negotiations and financing, Scripps Howard has turned on 28 subscribers in Sacramento and the future looks promising.

Dick Davis

Media Watch 48
Cable operators are fighting back against a "massive, intentional campaign" by dish retailers to keep the public confused with public relations and advertising campaigns of their own.

Departments

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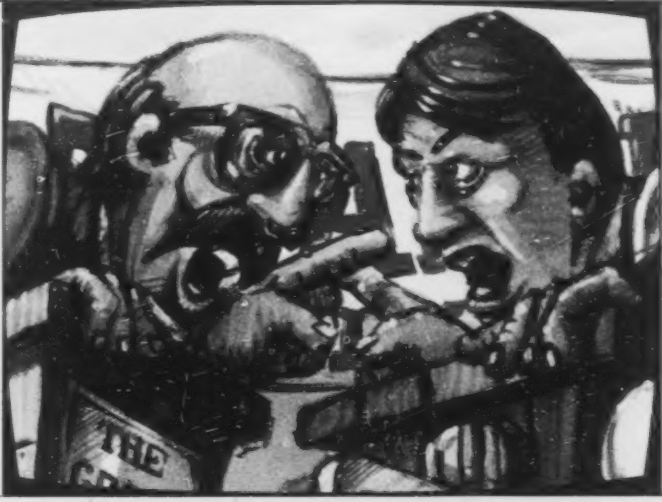

ON THE COVER 33
The Atlantic Show kicks off this week in Atlantic City with a new debate format which promises for some lively panel sessions. More than 2,600 cable officials are expected to attend the three-day affair. Associate Editor Simon Applebaum reports on page 33.

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984.
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
Arts & Entertainment	18
BET	[illegible]
CBN Cable Network	8
Cinemax (West)	[illegible]
C-SPAN	19
Dodgervision	[illegible]
Eternal Word Television Network	16
Financial News Network	1
Genesis Storytime	3
HBO (West)	[illegible]
HTN	16
Home Shopping Network	[illegible]
The Learning Channel	16
Lifetime	[illegible]
HSN — The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon	7
PTL	2
Reuters Monitor Service	19
Seeburg's Lifestyle Music	[illegible]
Showtime (West)	10
SPN	6
Studioline	19
The Learning Channel	16
Trinity Broadcasting Network	3
USA Cable Network	9
(during blackout)	22
Video Hits One	10
The Weather Channel	21

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	[illegible]
Biznet	6
Bravo	[illegible]
Commercial Satellite Network	20
Home Sports Entertainment	11
Madison Square Garden	6
National Christian Network	7
New England Sports Network	11
Nickelodeon (West)	[illegible]
Nostalgia Channel	24
Odyssey	[illegible]
The Playboy Channel	12
The Silent Network	16
SportsVision	3
WPIX — New York	10

Westar III (Western Union)	**Transponder**
CNN	5

Westar IV (Western Union)	**Transponder**
Atlantic City Horse Racing	[illegible]
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Public Broadcasting Service	[illegible]
Texas State Network	[illegible]
Word of Faith Satellite Network	[illegible]

Westar V (Western Union)	**Transponder**
[illegible] Network (FUN)	[illegible]
FUN Weekend Pay-per-view	[illegible]
The Meadows Racing Network	[illegible]
Pro Am Sports System (PASS)	12
The University Network	[illegible]

Comstar D-4 (AT&T/GTE)	**Transponder**
American [illegible]	[illegible]
Country Music Television (CMTV)	[illegible]
KTVT (Dallas)	[illegible]
[illegible] TV	[illegible]

Galaxy I (Hughes)	**Transponder**
CBN Cable Network	[illegible]
Cinemax (East)	16
CNN	[illegible]
CNN Headline News	8
C-SPAN	[illegible]
The Discovery Channel	[illegible]
The Disney Channel (East)	[illegible]
(West)	18
EPG	[illegible]
ESPN	[illegible]
GalaVision	[illegible]
HBO (East)	[illegible]
Home Team Sports	[illegible]
[illegible] National Television Magazine	18
Moody Broadcasting Network	[illegible]
The Movie Channel (East)	[illegible]
(West)	15
The Nashville Network	[illegible]
PTL	17
Showtime (East)	[illegible]
SIN	[illegible]
Studioline	[illegible]
WGN	[illegible]
WOR-TV	15
WTBS	18

Spacenet I (GTE)	**Transponder**
ACTS	11

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	[illegible]	[illegible]
2	American Television and Communications Corp	[illegible]	[illegible]
3	Group W Cable	[illegible]	[illegible]
4	Storer Cable Communications	[illegible]	[illegible]
5	Cox Cable Communications	[illegible]	[illegible]
6	Warner Amex Cable Communications Inc	[illegible]	[illegible]
7	Continental Cablevision	[illegible]	[illegible]
8	Times Mirror Cable Television Inc	[illegible]	[illegible]
9	Newhouse Broadcasting	[illegible]	[illegible]
10	United Cable Television	[illegible]	[illegible]
11	Viacom Cablevision	[illegible]	[illegible]
12	UA Cablesystems Corp	[illegible]	[illegible]
13	Sammons Communications Inc	[illegible]	[illegible]
14	Cablevision Co	[illegible]	[illegible]
15	Rogers Cablesystems Inc	[illegible]	[illegible]
16	Jones Intercable Inc	[illegible]	[illegible]
17	Heritage Communications Inc	[illegible]	[illegible]
18	Comcast Cable Communications	[illegible]	[illegible]
19	Telecable Corp	[illegible]	[illegible]
20	McCaw Communications	[illegible]	[illegible]
21	Capital Cities Cable Inc	[illegible]	[illegible]
22	Prime Cable Corp	[illegible]	[illegible]
23	Wometco Cable TV Inc	[illegible]	[illegible]
24	Centel Cable Television Company	[illegible]	[illegible]
25	Daniels & Associates	[illegible]	[illegible]
26	NewChannels	[illegible]	[illegible]
27	TCA Group	[illegible]	[illegible]
28	Cablevision Industries Inc	[illegible]	[illegible]
29	Multimedia Cablevision Inc	[illegible]	[illegible]
30	American Cablesystems Corp	[illegible]	[illegible]
31	Maclean Hunter Cable TV Ltd	[illegible]	[illegible]
32	Falcon Cable TV	[illegible]	[illegible]
33	Scripps Howard	[illegible]	[illegible]
34	[illegible]	[illegible]	[illegible]
35	Tribune Cable Communications	[illegible]	[illegible]
36	Colony Communications Inc	[illegible]	[illegible]
37	Adelphia Communications	[illegible]	[illegible]
38	Rollins Cablevue Inc	[illegible]	[illegible]
39	Century Communications Corp	[illegible]	[illegible]
40	Service Electric Cable TV Inc	[illegible]	[illegible]
41	Communications Services Inc	[illegible]	[illegible]
42	TKR Cable Co	[illegible]	[illegible]
43	Cablentertainment	[illegible]	[illegible]
44	Sutton Capital Group	[illegible]	[illegible]
45	Rifkin & Associates	[illegible]	[illegible]
46	Western Communications	[illegible]	[illegible]
47	Adams-Russell Communications	[illegible]	[illegible]
48	Harte-Hanks Communications	[illegible]	[illegible]
49	Horvitz Communications	[illegible]	[illegible]
50	Buckeye Cablevision	[illegible]	[illegible]
51	Harris Cable Corp	[illegible]	[illegible]
52	Midwest Video Corp	[illegible]	[illegible]
53	Lenfest Group	[illegible]	[illegible]
54	Greater Media Cable	[illegible]	[illegible]
55	[illegible] Inc	[illegible]	[illegible]
56	Armstrong Utilities	[illegible]	[illegible]
57	Summit Communications	[illegible]	[illegible]
58	U.S. Cable Corp	[illegible]	[illegible]
59	[illegible] Cable Associates Inc	[illegible]	[illegible]
60	Communications Systems Inc	[illegible]	[illegible]
61	Multi-Channel TV Cable Inc	[illegible]	[illegible]
62	McDonald Group	[illegible]	[illegible]
63	The Essex Group	[illegible]	[illegible]
64	Booth Communications	[illegible]	[illegible]
65	McClatchy Newspapers	[illegible]	[illegible]
66	Media General Corp	[illegible]	[illegible]
67	WEHCO Video Inc	[illegible]	[illegible]
68	Perry Cable TV Corp	[illegible]	[illegible]
69	King Videocable Co	[illegible]	[illegible]
70	Palmer Communications	[illegible]	[illegible]
71	Cable Management Associates	[illegible]	[illegible]
72	Sonic Communications	[illegible]	[illegible]
73	Omega Communications	[illegible]	[illegible]
74	Mid-Continent Cable Systems Co	[illegible]	[illegible]
75	Susquehanna Broadcasting	[illegible]	[illegible]
76	Pencor Services Inc	[illegible]	[illegible]
77	Clear TV Cable Associates Ltd	[illegible]	[illegible]
78	[illegible] Cable TV Corp	[illegible]	[illegible]
79	Selkirk Communications	[illegible]	[illegible]
80	Marsh Media	[illegible]	[illegible]
81	Helicon Corp	[illegible]	[illegible]
82	Northland Communications Corp	[illegible]	[illegible]
83	The Daily Press	[illegible]	[illegible]
84	Masada Corp	[illegible]	[illegible]
85	National Telecommunications Corp	[illegible]	[illegible]
86	Acton Corp	[illegible]	[illegible]
87	United Video Management	[illegible]	[illegible]
88	Simmons Communications	[illegible]	[illegible]
89	First Carolina Communications Inc	[illegible]	[illegible]
90	[illegible]	[illegible]	[illegible]
91	Bresnan Communications	[illegible]	[illegible]
92	Wisconsin Cablevision and Radio Co Inc	[illegible]	[illegible]
93	Tele-Media	[illegible]	[illegible]
94	Joseph Gans Cable T.V.	[illegible]	[illegible]
95	State Cable TV	[illegible]	[illegible]
96	Chambers Communications Corporation	[illegible]	[illegible]
97	[illegible] Cablevision	[illegible]	[illegible]
98	Cable Holdings Inc	[illegible]	[illegible]
99	Dowden Communications	[illegible]	[illegible]
100	Matrix Enterprises	[illegible]	[illegible]

Subscriber counts are provided by MSOs to International Thomson Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	254,290	(7/85)
2	Woodbury (Long Island), NY	Cablevision Co	242,034	(7/85)
3	Manhattan, NY	ATC	206,900	(12/84)
4	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
5	San Antonio, TX	Rogers Cablesystems	190,076	(6/85)
6	Houston, TX	Warner Amex	189,000	(7/85)
7	East Orange, NJ	Maclean Hunter	174,915	(8/85)
8	Honolulu, HI	ATC	156,400	(12/84)
9	Phoenix, AZ	Times Mirror	142,000	(7/85)
10	Wayne, NJ	UA Cablesystems	140,000	(7/85)
11	Cincinnati, OH	Warner Amex	137,000	(8/85)
12	Tulsa, OK	United Cable	135,048	(7/85)
13	Englewood, CO	United Cable	131,106	(7/85)
14	Audubon, NJ	New York Times	125,337	(8/85)
15	Tidewater (Norfolk), VA	Cox Cable	118,455	(7/85)
16	Atlanta, GA	Prime Cable	117,680	(7/85)
17	Rochester, NY	ATC	117,100	(12/84)
18	Baltimore County, MD	Comcast Cable	117,000	(7/85)
19	Erie County, NY	Prime Cable Corp	115,616	(7/85)
20	Jacksonville, FL	Continental	110,000	(6/85)
21	San Jose, CA	Gill Industries	107,200	(8/85)
22	Memphis, TN	ATC	106,300	(12/84)
23	Seattle, WA	Group W	104,000	(7/85)
24	Toledo, OH	Buckeye Cablevision	104,000	(6/85)
25	Manhattan, NY	Group W Cable	103,400	(7/85)
26	San Juan, PR	Harris Cable Corp	102,726	(7/85)
27	Austin, TX	ATC	102,500	(12/84)
28	Charlotte, NC	ATC	101,700	(12/84)
29	Central Islip (Long Island), NY	Viacom	101,211	(8/85)
30	Jefferson Parish/Kenner, LA	Cox Cable	96,929	(7/85)
31	San Diego, CA	ATC	92,100	(12/84)
32	San Francisco, CA	Viacom	90,776	(6/85)
33	Warren, NJ	TKR Cable	90,308	(7/85)
34	Los Angeles, CA	Falcon Communications	88,117	(2/85)
35	Wilmington, DE	Rollins Cablevue	87,600	(7/85)
36	Grand Rapids, MI	UA Cablesystems	85,000	(7/85)
37	Seattle, WA	Viacom	84,000	(4/85)
38	Dallas, TX	Warner Amex	83,300	(7/85)
39	Jackson, MS	ATC	80,700	(12/84)
40	Wichita, KS	Multimedia Cablevision	80,158	(7/85)
41	Pittsburgh, PA	Telecommunications Inc	79,666	(7/85)
42	Pompano, FL	American Cablesystems	77,596	(6/85)
43	Clearwater, FL	Vision Cable	76,600	(7/85)
44	Broward County, FL	Storer Cable	76,000	(7/85)
45	New Orleans, LA	Cox Cable	76,017	(7/85)
46	Boston, MA	Cablevision	75,504	(8/85)
47	Richmond/Henrico, VA	Continental	75,250	(7/85)
48	Baton Rouge, LA	Daniels & Associates	74,830	(3/85)
49	South Texas, TX	Heritage Communications	72,938	(7/85)
50	Flint, MI	Comcast Cable	72,700	(7/85)
51	Indianapolis, IN	Indianapolis Cablevision	72,496	(4/85)
52	Tacoma, WA	Cable TV of Puget Sound	72,436	(5/85)
53	Jefferson County, KY	Storer Communications	71,000	(7/85)
54	Greensboro, NC	ATC	69,200	(12/84)
55	South Bend, IN	Heritage Communications	69,015	(7/85)
56	Cleveland Heights, OH	Viacom	69,000	(4/85)
57	Santa Monica, CA	Group W	68,200	(7/85)
58	Louisville, KY	Storer	66,914	(7/85)
59	Fairfax, VA	Media General	67,767	(7/85)
60	Omaha, NE	Cox Cable	65,810	(7/85)
61	Raleigh, NC	ATC	65,800	(12/84)
62	Nashville, TN	Viacom	65,000	(4/85)
63	Kansas City, MO	ATC	64,800	(12/84)
64	Columbus, OH	Warner Amex	64,679	(3/85)
65	St. Petersburg, FL	Group W	64,200	(7/85)
66	Buffalo, NY	Telecommunications Inc	63,698	(8/85)
67	Akron, OH	Warner Amex	63,500	(7/85)
68	Boston Complex (Malden), MA	Warner Amex	63,180	(3/85)
69	Hartford, CT	Times Mirror Cable	62,882	(7/85)
70	Binghamton, NY	NewChannels	62,814	(7/85)
71	Syracuse (suburbs), NY	NewChannels Corp	62,814	(7/85)
72	Oklahoma City, OK	Cox Cable	62,751	(7/85)
73	Fayetteville, NC	ATC	62,100	(12/84)
74	Allentown, PA	Service Electric	62,000	(7/85)
75	Las Vegas, NV	Times Mirror Cable	61,892	(7/85)
76	El Paso, TX	Group W	61,700	(7/85)
77	Monterey, CA	Western Communications	61,347	(7/85)
78	Madison, WI	Telecommunications Inc	61,257	(4/85)
79	New Haven, CT	Storer Cable	60,500	(7/85)
80	West Palm Beach, FL	Group W	60,000	(7/85)
81	Mt. Prospect, IL	Cablenet	60,000	(3/85)
82	Sarasota, FL	Storer Cable	59,967	(7/85)
83	Santa Barbara, CA	Cox Cable	59,932	(7/85)
84	Des Moines, IA	Heritage Communications	59,489	(7/85)
85	Birmingham, AL	ATC	59,400	(12/84)
86	Albany, GA	Storer Cable	59,000	(7/85)
87	Snohomish County, WA	Viacom	59,000	(4/85)
88	Ft. Worth, TX	Sammons Communications	59,000	(7/85)
89	Harrisburg, PA	Sammons Communications	58,600	(7/85)
90	New Britain, CT	United Cable	58,282	(12/84)
91	Bridgeport, CT	Cablevision Co / Scripps Howard	57,886	(7/85)
92	Indianapolis, IN	ATC	57,100	(12/84)
93	Chicago Suburbs (Oak Park), IL	Cablevision Co	56,790	(7/85)
94	Albuquerque, NM	Tribune Cable	56,705	(7/85)
95	Stamford (Fairfield), CT	Cablevision Co	56,364	(7/85)
96	Westchester County (New Rochelle), NY	UA Cablesystems	56,000	(7/85)
97	Chatsworth, CA	Valley Cable	55,994	(5/85)
98	Winston-Salem, NC	Summit Communications	55,781	(7/85)
99	Escondido/San Diego County, CA	Times Mirror Cable	55,715	(7/85)
100	Shreveport, LA	ATC	55,500	(12/84)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.

SEPTEMBER 23, 1985

C4722-2

CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

SHOWTIME, TBS, MTV & ESPN FORMING TVRO CONSORTIUM

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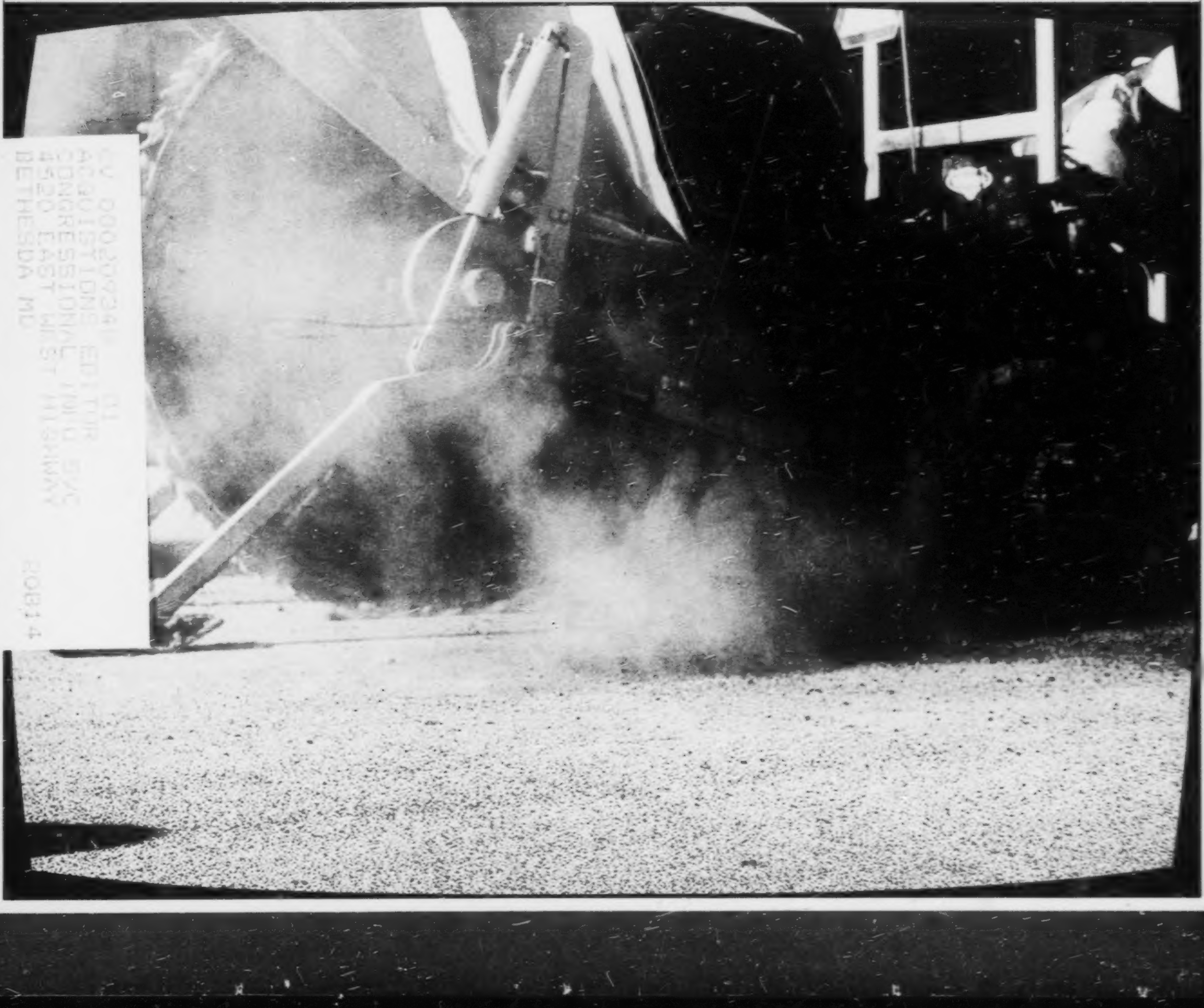
CONSTRUCTION '85: HARD AT WORK AGAIN



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CableVision

LEADING THE WEEK

Scrambling consortia 11
Four programmers agreed to form a joint venture to market scrambled signals to backyard dish owners while the NCTA has plans of its own.

Must-carry revisited 11
The Federal Communications Commission may think twice about drafting new must-carry regulations in response to Congressional pressure.

Senate coverage 12
The prospects for television coverage of U.S. Senate proceedings appear to be improving after two days of testimony before the Senate Rules Committee.

CRT compromise 14
"Good faith negotiations" took place between officials of the NCTA and the MPAA to work out a copyright compromise to be brought to Congress.

FCC sets new EEO rules 14
The Federal Communications Commission has set new equal employment opportunity rules for the cable industry to comply with the Cable Communications Policy Act.

Great Lakes Expo 18
Indianapolis will be the site of the annual Great Lakes Expo this week. Up to 2,000 midwestern cable executives are expected to attend the three-day affair.

Ceremony set in Philly 18
Philadelphia has set a signing ceremony for Sept. 24, when Greater Philadelphia Cablevision and the city will ink their final franchise contract. The project is estimated to cost up to $55 million.

More than just MTV 20
MTV's Second Annual Video Music Awards hosted by Eddie Murphy recognized more than just the best videos and artists during the ceremony at Radio City Music Hall.

X*Press interests investor 22
X*Press Information Services is singled out for investment by Joseph Dionne, president and chief executive officer of McGraw-Hill Inc.

Mile Hi wants cutbacks 22
Mile Hi Cablevision in Denver asked the city to waive some of the franchise agreements.

Debate in Atlantic City 24
The Atlantic Cable Show opened with "The Great Cable Debate" over censorship in cable.

Contracts with The Exchange 26
The Exchange has signed MCA/Universal and Columbia Pictures to contracts to supply it with pay-per-view movies. The Exchange is due to launch Nov. 28.

Royalty distribution upheld 28
The Copyright Royalty Tribunal's distribution of cable copyright royalties has been upheld by the U.S. Appeals Court, D.C. Circuit. It was the court's "third foray in as many years into this hotly contested territory."

TOPICS

Programming 30

After 20 years of service, United Video is looking ahead, not in the past. And for Roy Bliss, executive vice president and CEO, that future means growth. Bliss states, . . . "Not only is our future in cable, but our roots are there as well."

Review 32

A highly-praised young comedian is being showcased on HBO in *On Location: Steve Wright*. And although the talented Wright is initially enjoyable, an hour of his deadpan humor is "deadening," according to Robert DiMatteo.

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Business & Finance 34
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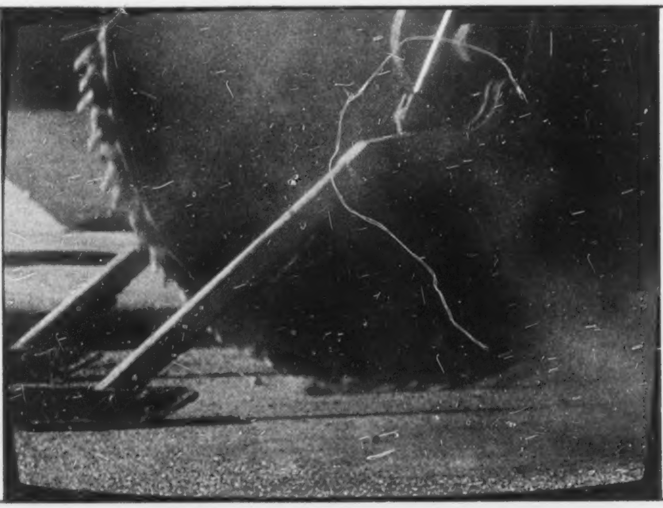

ON THE COVER

For cable systems under construction today, there are some common threads among them. All are addressable, most consist of a single cable, and they are all expensive. And every home, even in unfriendly environments, is getting closer to having cable. See page 38.

Franchising calendar

This chart examines the franchise status of communities since September 1985.

California

Chino—negotiations with Marsh Media.
Claremont—tentative agreements to award franchise to Masada Corp.
East Yolo—award to Sonic Cable 7/85 (10,000 homes).
La Puente—award to United Cable 11/28/84 (8,600 homes).
Los Altos—awarded to United Cable 12/84 (9,000 homes).
Palo Alto—final round of hearings to begin 9/23/85.
Rosemead—award to Falcon Communications 2/26/85 (14,000 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).

Delaware

Wilmington—preliminary award to Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois

Chicago—Area I award to Communications and Cable (300,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).
Naperville—award to Rite Cable Co. of Illinois Limited. Rite Cable of Illinois also awarded unincorporated areas of DuPage County. (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—survey showed interest in cable insufficient to warrant franchise.
Woodbridge—terminated franchising process (260 homes).

Kentucky

Fulton—award to TCI 12/13/84 (2,400 homes).
Loretto—terminated franchise process.

Maryland

Baltimore—award to United Cable 12/19/84 (302,000 homes).

Massachusetts

Belchertown—negotiating with Clearview Cablevision.
Belmont—accepting proposals. Public hearing scheduled 8/13/85 (2,760 homes).
Berkley, Dighton, Freetown—award to Continental Cablevision.
Boxborough—award to Nashoba 1/7/85 (3,100 homes).
Cambridge—award to American Cable Systems of Cambridge 3/22/85 (43,000 homes).
Danvers—award to Nashoba 1/85 (8,600 homes).
East Bridgewater—award to Continental Cable 12/3/84 (2,500 homes).
Groton—award to United Video 2/25.
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holland—accepting proposals.
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—short franchise process re-initiated.
Marblehead—award to Continental Cable 12/84.
Medfield—awarded to Massachusetts Cablevision Inc.
Mendon—award to Massachusetts Cablevision Systems 1/7 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—reviewing proposals from Continental Cablevision and Nashoba Communications.
Rochester—final hearings in progress on proposal from American Cable.
Sandwich—award to Campbell Communications (5,000 homes).
Seekonk—Award to Massachusetts Cablevision 6/85. (6,000 homes.
Shirley—provisional license granted to Nashoba Communications 10/84. Reviewing contract. (1,827 homes).
Southborough—awarded to Greater Worcester Cablevision 8/13/85.
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84. (1,600 homes).
Townsend—provisional license to Nashoba Communications Inc.
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Almont—award to Michigan Cable 11/84.
Atlas—award to Michigan Cable 8/84.
Brandon—award to Michigan Cable 11/84.
Brown City—award to Pioneer Cablevision.
Cedar Creek—award to Horizon Cable 7/84.
Dalton—award to Horizon Cable 7/84.
Goodrich—award to Michigan Cable 9/84.
Lake Orion, Orion Twp—award to Tribune-United 12/84 (7,800 homes).
North Branch—award to Michigan Cable 8/84.
Thortonville—award to Michigan Cable.
Waconia—award to Westel 12/18/84 (1,024 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dow-Sat of Minnesota 11/84 (973 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Bird Island—award to North American Communications Corp. 10/84 (566 homes).
Cannon Falls—award to North American Cable Communications Corp. (1,060 homes).
Credit River—award to North American Communications Corp. 10/84 (880 homes).
Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—award to Individual Satellite Systems 11/84 (400 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).
Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kandiyohi—award to Kavanaugh Cable Co. 4/1/85 (200 homes)
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—award to Dow-Sat of Minnesota (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—award to Dow-Sat of Minnesota (481 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).

Murdock—award to Kavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Pennock—award to Kavanaugh Cable Co. 4/11/85 (175 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—awarded to North American Cable Communications.
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—award to Westel 12/18/84 (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—award to Continental Cablevision. (24,032 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes)

New Hampshire

Keene—renewed franchise with Group W including a rebuild and rate increase (19,360 homes).
Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Sandown—reviewing proposal from Continental Cablevision (800 homes).

New Jersey

Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—reviewing proposals from Marsh Media, Greater Media, Patterson Communications Network, Patterson Cable Services and U.S. Cable and TCI (55,000 homes).

New York

Mt. Upton—terminated franchise process.
North Salem—award to Community Cable Services 12/84 (1,100 homes).
Portland—cable committee formed to begin franchise process. Tribune Cable, Harborview and U.S. Cable sent letters expressing interest (150 homes).

North Carolina

Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/84 (2,000 homes).
Cleveland—franchise awarded to Northcoast Cable 7/85.
Oberlin—preliminary award to Oberlin Cable Co-op 6/6/84 (2,600 homes).

Oregon

Dunthorpe—no response to RFP.
Sylvan—awaiting legal opinion needed for commission to vote on Sylvan Video Cable (1,200 homes).

Pennsylvania

Philadelphia—city is divided into four areas: Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island

Naval Education and Training Center—accepting proposals until 8/20/85 (2,900 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton) —Bellevue Cablevision Inc. awarded franchise. (29,500 homes).
Superior Court and Rhode Island Supreme Court (29,500 homes).

Virginia

Manassas—negotiating with Cablevision of Manassas.

Washington

Battle Ground—rewriting franchise ordinance.
Seattle—city is divided into four parts: Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 8-FG
2.	Los Angeles	City is divided into 14 areas (A-n): 11-OP, 3-UC
3.	Chicago	City is divided into five areas; Area I-FG, Areas II, III-OP, Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	OP/UC
16.	Atlanta	OP
17.	St. Louis	UC/FG
18.	Tampa/St. Petersburg	OP/OP
19.	Denver	OP
20.	Baltimore	FG
21.	Sacramento/Stockton	OP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	OP
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34.	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.

SEPTEMBER 30, 1985

C4722-2

CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

OVER 23 MILLION SUBS RECEIVE DUPLICATED NET STATIONS

FCC'S FOWLER OPENS DOOR TO MUST-CARRY PETITIONS

TCI PLANNING BID FOR GROUP W • COX PULLING OUT OF 'ON CABLE'

APPEALS COURT UNDERCUTS FCC POLE RATE CALCULATIONS

MAKING AWARDS WORK: ACADEMY EFFORT UNDER WAY

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LEADING THE WEEK

Nielsen numbers 11
Major growth possibilities for cable program services is possible now after the repeal of must-carry rules because A.C. Nielsen figures show more than half of cable subscribers receive two or more affiliates of one of the three major broadcast networks.

New must-carry rules 12
Federal Communications Commission Chairman Mark Fowler is willing to "carefully consider" any formal petition to review must-carry rules.

TCI to bid on Group W 12
Tele-Communications Inc. follows Cable Investments Inc. and Communications Equity Associates in declaring it is working on a bid for acquiring Group W.

Antitrust investigagion 14
Efforts of operators and programmers to scramble satellite-delivered signals have triggered an investigation by the U.S. Department of Justice's Antitrust Division.

TCI founder dies 16
The co-founder of Tele-Communications Inc., Betsy Magness, died in Germany after suffering a heart attack.

Farm Aid 22
The Nashville Network coverage of the 12-hour charity concert, Farm Aid, reaped about $6 million for farmers as well as ad sales profits for the network.

Court reviews FCC policy 23
Cable operators may be paying increased pole attachment fees after the U.S. Court of Appeals for the District of Columbia reconsidered the Federal Communications Commission's policy on pole attachment rates.

Houston crackdown 24
Houston-area operators, buoyed by an amnesty campaign and a statewide theft law, are planning to increase piracy crackdowns during the upcoming weeks.

Austrian tired of pot shots 25
Chairman and Chief Executive Officer of Showtime/The Movie Channel Neil Austrian told the Southern California Cable Association to "stop taking pot shots at each other" after he defended Showtime/TMC from allegations by Michael Fuchs, HBO chairman.

TOPICS

Marketing 30

Panelists at the Atlantic Show addressed the subject of the best marketing strategy for the cable operator to use in attempting to increase basic and pay penetration. Tom Freston with MTV suggested "tier meltdowns."

On Demand Programming 31
Scott Kurnit, a veteran of 300,000 PPV showings with Warner Amex Cable and its Qube operation, is now gearing up to launch Showtime/The Movie Channel's national PPV service.

Advertising 33
Backed by a stable of 25 local ad sales departments, American Television and Communications Sales Director Allan Eisenberg foresees big things for the company in the years to come.

Forum 38

In our first article in the new Forum section of *CableVision*, Bob Russo, vice president of Corporate Communications for Daniels & Associates Inc., offers some insightful tips on building positive news relations through winning interviews.

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ON THE COVER
Members of the National Academy of Cable Programming are involved in plans for this year's ACE awards to be held in Los Angeles on Dec. 3. More money and manpower have been added in an attempt to make the show an important selling tool for the industry. Last years' award winners (shown on cover) included (upper right) WTBS—documentary series, *Cousteau/Amazon*; Lifetime—targeted audience series, *Working Mother*; and The Disney Channel—dramatic special, *Tiger Town*.

LEADING THE WEEK

59% of subs get network dupes

Nielsen figures reveal switch-on opportunities

NEW YORK—In an indication of the potential posed by the repeal of the must-carry rule for cable services, figures compiled by the A.C. Nielsen Company's Cable On-line Data Exchange reveal that 59.2 percent, or over 22.4 million, of the nation's 38 million cable subscribers receive two or more affiliates of one of the three major broadcast networks, ABC, CBS and NBC.

Industry observers widely regard duplicated broadcast network outlets as being the most vulnerable to replacement by cable program services.

The figures also show that the 18 million cable subscribers have two or more ABC outlets, 16.6 million subs have more than one CBS station, and 17.1 million are offered more than one NBC affiliate.

Major growth possibilities for cable program services are offered by this situation, according to Frank Henson, marketing representative for Nielsen's Cable On-line Data Exchange. "A large percentage of the duplicates are on small-channel capacity systems, and these cable operators know that most people associate cable with the major program services," Henson noted. "The must-carrys have been a pain for these operators."

Cable executives queried offered a mixture of optimism and caution when discussing the switch-out potential such numbers might represent.

While USA President Kay Koplovitz estimated the removal of duplicated broadcast network outlets could mean her service "could access up to two million more subscribers," she was not predicting a large-scale move to cable program services would occur in the near future. "We've found that most cable operators are moving slowly in the area of channel change, and we don't expect significant changes until 1987," Koplovitz said.

Lifetime President Tom Burchill was also cautious. "I must tell you that we don't see an immediate qualifiable benefit," he noted. "In the next few months you're going to see some duplication eliminated and some marginal stations removed, but we see most of our long-term growth coming from internal growth, as the major MSO's wire the major cities."

Burchill said Lifetime sees a limited potential for growth from switch-out because, "We're already on almost everywhere on systems with 24 or better channels, and most of the places we're not on are 10-channel size systems with a lack of capacity."

Another potential snag, said Gil Paccio, vice president of affiliate relations at USA Network, is that many of the duplicated broadcast affiliates offer coverage of sports teams that would not otherwise be available to the cable subscriber. "In parts of Connecticut they get the Yankees and the Red Sox, and they think that's a pretty good deal," Paccio said. "Philadelphia is a zoo—you get the Phillies, the Washington Capitols and the Baltimore Orioles."

Still, Paccio described the potential for new subscribers offered by switch-out as "a bonanza, by any stretch of the imagination. The duplicates are by far the most vulnerable. You have systems in upstate New York that offer two or three of the same broadcast network, tying up six or seven channels, and that's criminal."

Even more bullish are Turner Broadcasting officials, who argue that cable program services such as CNN and WTBS have far more to offer the cable consumer than duplicated broadcast networks. While he acknowledged the cable industry adage that "You don't take anything away from a subscriber," WTBS Marketing Director Marty Lafferty said TBS estimates that as many as 10 million new subscribers can be obtained for CNN, CNN Headline News and WTBS as a result of repeal of the must-carry rule, with most of this coming from cable systems dropping duplicated broadcast nets.

"It's not of tremendous value to a customer to get two channels of duplicate programming," Lafferty asserted. He added that many systems may want to switch to use of "composite" channels, that would offer the most desirable programming, such as local news and sports, offered by the broadcast network affiliates.

—John Motavalli

Number of Headends (%)

	ABC	CBS	NBC	IND	EDUC
More than one:	43.5	43.6	42.7	85.8	24.5
Channel Capacity					
1-12	17.7	18.0	17.7	35.5	5.4
13-20	10.7	11.0	11.0	21.7	4.7
21-30	10.7	11.1	10.5	19.3	7.8
31 +	4.4	3.6	3.9	9.3	6.6

Subscribers (%)

	ABC	CBS	NBC	IND	EDUC
More than one:	47.4	43.8	45.0	95.6	51.7
Channel Capacity					
1-12	4.4	4.6	4.3	7.7	2.2
13-20	5.5	5.6	5.3	8.9	3.0
21-30	19.7	19.0	18.2	35.0	16.4
31 +	17.8	14.7	17.3	43.9	30.0

Source: Cable On-line Data Exchange, A.C. Nielsen Company, Copyright 1985

Film product comparison—October

Film	Pay Networks					Distributor
Actor				HTN*		TEN
Against All Odds	HBO	ST			(MAX)	Columbia
Agent 008 3/4			TMC*			New Century
All of Me	HBO	ST	TMC	HTN	MAX	Universal
All the President's Men	(HBO)		TMC*			Warner Bros.
All the Right Moves	(HBO)				MAX*	20th Century-Fox
American Hot Wax			TMC			Paramount
Amityville II: Possession, The	(HBO)				MAX	Delaurentis
Apocolypse Now		(ST)	TMC			Paramount
Ashes of, The Mrs. Reasoner					HTN	TEN
Baby Blue Marine	HBO					Columbia
Ballad of, The Gregorio Cortez			(TMC)		MAX	Embassy
Beat Street	HBO				(MAX)	Orion
Being, The		(ST)	TMC			Best Film
Bells Are Ringing					HTN*	MGM/UA
Benji		(ST)			MAX	Viacom
Best Defense		ST*				Paramount
Big Bad Mama		ST				Viacom
Big Bounce, The					MAX	Warner Bros.
A Big Hand for the Little Lady			TMC		MAX*	Warner Bros.
Big Red One, The	HBO				(MAX)	Lorimar
Bishops Wife, The			(TMC)		MAX	Samuel Goldwyn
Blithe Spirit			TMC			New Century
Blue Lagoon, The	(HBO)		TMC*			Columbia
Border, The			TMC		MAX	Universal
Brainstorm	HBO		TMC			MGM/UA
Brother From, The Another Planet			TMC		MAX	Film Gallery
Buddy System, The	HBO	ST*		(HTN)	(MAX)	20th Century-Fox
Bustin Loose		ST			(MAX)	Universal
Cannonball Run II	(HBO)	(ST)	(TMC)		MAX	Warner Bros.
Carmen					MAX	Orion
Catherine & Co.		(ST)			MAX	Film Gallery
Chained Heat			TMC			The Movie Store
Chariots of Fire	HBO					Warner Bros.
Charlie's Aunt				HTN		Universal
Champions	HBO				(MAX)	Embassy
Children of the Corn			TMC		MAX*	New World
Christine					MAX	Columbia
C.H.U.D.	HBO*		(TMC)			New World
Cimarron		(ST)	TMC			MGM/UA
Cold Wind, A In August		ST				MGM/UA
Conflict: Man of Destiny				HTN		TEN
Country	HBO	ST	TMC	HTN		Buena Vista
Cross Country	HBO		(TMC)			New World
Cry Rape!					MAX	Warner Bros.
Danton					MAX	Columbia
D.C. Cab	(HBO)				MAX*	Universal
Death Hunt			(TMC)		MAX*	20th Century-Fox
The Devil to Pay		ST				Goldwyn Classics
Dot and the Bunny					HTN	Satori
The Dresser	(HBO)				MAX	Columbia
Easy Rider			(TMC)		MAX	Columbia
Easy to Love		(ST)		HTN*		MGM/UA
Echoes of A Summer			TMC		(MAX)	MGM/UA
Eddie Macon's Run	(HBO)	ST	(TMC)	(HTN)	(MAX)	Universal
Evil That, The Men Do					MAX	Tri-Star
Evil Under the Sun					MAX	Thorn/EMI
Experience Preferred, But Not Essential		ST*				Goldcrest Films
Fairy Tales					MAX	Samuel Goldwyn
Fame	(HBO)				MAX*	MGM/UA
Fatty Finn			TMC			Satori
Fifth Floor, The		ST				Viacom
Firestarter	(HBO)	ST*	(TMC)		MAX*	Universal
Firstborn		ST				Paramount
Flashpoint	HBO					Silver Screen
Forbidden	HBO*					Jozak Decade
For the Use of the Hall				HTN		TEN
Friday the 13th: The Final Chapter		ST	(TMC)			Paramount
Frisco Kid, The				HTN	MAX	Warner Bros.
From Here To Eternity	HBO*					Columbia
Get Crazy	HBO		TMC		(MAX)	Embassy
Girls of the White Orchid	HBO					King Features
Give My Regards to Broad Street	HBO	ST				20th Century-Fox
Goin' All the Way		ST			MAX*	Shapiro Ent.
Goin' South			TMC			Paramount
Going Berserk	HBO		(TMC)		(MAX)	Universal
The Gondola				HTN*		TEN
The Grey Fox	(HBO)	(ST)			MAX	Media Home
Gunga Din					MAX	RKO
Gun Glory		ST				MGM/UA
The Haircut				HTN*		Universal
Halloween	HBO		TMC*	HTN	(MAX)	Compass
Hambone & Hillie	(HBO)			HTN*	(MAX)	New World
Hanover Street	HBO				(MAX)	Columbia
Hard to Hold			TMC			Universal
Headin' for Broadway	HBO					Broadway Resources Corp.
Heart Breakers					MAX	Orion
High School USA		ST				King Features
Hooper			TMC		MAX	Warner Bros.
Hopscotch			TMC*		(MAX)	Viacom
The Hunger	HBO		TMC			MGM/UA
Iceman	(HBO)	(ST)	(TMC)	(HTN)	MAX	Universal
The Initiation		ST				New World
Intimate Moments					MAX	Embassy
The Jerk		ST			MAX	Universal
The Jigsaw Man	HBO		TMC			UFD
The Joy of Sex		(ST)	TMC			Paramount
The Karate Kid	HBO					Columbia
The Ladies of the Corridor				HTN*		TEN
Lassiter		(ST)			MAX*	Warner Bros.
Last Plane Out	HBO				(MAX)	New World
Last Tycoon, The			TMC			Paramount
Last Winter, The	HBO					Tri-Star
Lenny					MAX*	MGM/UA
Life of Riley, The	HBO			(HTN)		Universal
Life on Earth	(HBO)			HTN*		Warner Bros.
Lonely Guy, The	(HBO)				MAX	Universal
Making the Grade	(HBO)			(TMC)	MAX	MGM/UA
Man Who Wasn't There, The		ST	TMC			Paramount
Midnight Madness	(HBO)			HTN		Buena Vista
Mike's Murder			TMC		(MAX)	Warner Bros.
Minor Miracle, A				HTN*		K-Pay
Miracle of Kathy Miller, The	HBO					Universal
Missing In Action	HBO	ST	TMC		MAX	Cannon Pay TV
Mr. Blanding Builds His Dream House					MAX	RKO
Misunderstood	(HBO)			HTN	(MAX)	MGM/UA
Monty Python's Life of Brian			TMC			Warner Bros.
Monty Python's The Meaning Of Life	HBO		(TMC)			Universal
Moonrunners, The			TMC		MAX	MGM/UA

Mr. T in D.C. Cab

Film	Pay Networks					Distributor
Moscow on the Hudson	(HBO)	ST				Columbia
Nesting, The		ST*				Castle Hill
Neverending Story, The	(HBO)	(ST)	(TMC)		MAX	Warner Bros.
Next Year At All Goes Well			TMC			New World
Nickel Mountain	(HBO)					ZIV International
Night Moves			TMC			Warner Bros.
A Night in Heaven			TMC			20th Century Fox
Night of the Juggler			TMC*			Viacom
Ninja III The Domination			TMC			Cannon Pay TV
Old Gun, The			TMC			Dellaney Prod
Osterman Weekend, The		ST*				Davis Panzer
Our Mother's House		ST				MGM/UA
Painted Hills, The			TMC			MGM/UA
People Will Talk			(TMC)		MAX	20th Century Fox
Percy			TMC*			Viacom
Personal Best			TMC*			Warner Bros.
Personals, The	(HBO)		TMC			Viacom
Police Academy	(HBO)	ST*	TMC		(MAX)	Warner Bros.
Power And The Prize, The		(ST)		HTN*		MGM/UA
Private School	(HBO)	ST			(MAX)	Universal
Pudd'nhead Wilson		ST				Thompson/Levy
Purple Hearts	(HBO)		TMC		MAX	Warner Bros.
Q		ST	(TMC)			UFD
Race for the Yankee Zephyr			TMC	HTN	(MAX)	Hemdale
To Race the Wind	(HBO)					Viacom
Racing With the Moon		ST	(TMC)			Paramount
Ranch, The		ST				MGM/UA
Raiders of the Lost Ark	(HBO)		(TMC)	HTN	(MAX)	Paramount
Railway Children, The		ST				Viacom
Raintree County					MAX	MGM/UA
Red Dawn	(HBO)	(ST)	TMC*		(MAX)	MGM/UA
Reuben, Reuben		ST				20th Century Fox

Karate instructor Martin Kove (left) lets Noriyuki "Pat" Morita know who's boss as Ralph Macchio looks on in Columbia Pictures' The Karate Kid.

Moscow on The Hudson *starring Robin Williams and Maria Conchita Alonso.*

Night Of The Juggler *starring James Brolin.*

Film	Pay Networks					Distributor
Rhinestone	(HBO)	(ST)	(TMC)		MAX*	20th Century Fox
Right Stuff, The	HBO*	(ST)	(TMC)	HTN*		Warner Bros.
Rio Bravo			TMC			Warner Bros.
River Rat		ST*				Paramount
Romancing the Stone	HBO*	(ST)			(MAX)	20th Century Fox
Rope			TMC*	(HTN)		Universal
Rumble Fish			(TMC)		MAX*	Universal
Running Brave	HBO	(ST)	TMC	HTN*		Buena Vista
[illegible]	HBO					[illegible] Independent Ltd.
Scarface	HBO	(ST)			(MAX)	Universal
Secret of the Golden Dragons, The		ST	(TMC)	(HTN)		Shaw
Seems Like Old Times	HBO*		(TMC)		(MAX)	Columbia
Seven Hills of Rome				HTN*		MGM/UA
[illegible]	HBO					Warner Bros.
Silent Rage					MAX	Columbia
Slap Shot			TMC			Universal
Somewhere, Tomorrow	(HBO)		TMC	HTN		[illegible]
[illegible]		ST*				Disney
Star 80	HBO					Warner Bros.
Story of the Dolls, The					MAX	Platinum Pictures
Stuck On You		ST				Troma
The Sting		ST				[illegible]
Suspicion					MAX*	RKO
[illegible]			TMC*			Viacom
Sweet Rosie O'Grady					MAX	20th Century Fox
Swing Shift	HBO		TMC	HTN	(MAX)	Warner Bros.
T.A.G.	(HBO)		TMC		(MAX)	Viacom
Tank	(HBO)	ST*	(TMC)	HTN		Universal
10	(HBO)		TMC			Warner Bros.
Tension		ST				MGM/UA
Terror in the Aisles	HBO	ST	TMC			Universal
[illegible]		ST			MAX	MGM/UA
They Call Me Bruce	HBO	(ST)			(MAX)	Film Ventures
The Thing					MAX	RKO
Three Little Words				HTN*	(MAX)	MGM/UA
To Be Or Not To Be				HTN	(MAX)	Universal
[illegible]					MAX	TLF
Top Secret!		(ST)	TMC*			Paramount
To Trap A Spy			TMC*			MGM/UA
[illegible]				HTN		[illegible] Program Services
Twice Told Tales				HTN*		MGM/UA
Two Of A Kind	HBO	(ST)		(HTN)		20th Century Fox
Uncommon Valor		(ST)	TMC			MGM/UA
Unfaithfully Yours	HBO	(ST)		(HTN)	(MAX)	20th Century Fox
Vertigo			TMC*	HTN*		Universal
V.I.P.s, The		ST				MGM/UA
Voices			TMC			Viacom
Wanderers, The			TMC			Orion
Warlords of Atlantis					MAX	Columbia
Warming Up					MAX*	JNP
Wavelength					MAX*	New World
Way Out West			TMC		MAX	Hal Roach Studios
Weekend Pass		ST	(TMC)			Crown
Westerner, The		(ST)	TMC		MAX	Samuel Goldwyn
Where the Lilies Bloom					MAX	MGM/UA
Who's Afraid of Virginia Woolf?		(ST)		HTN		Warner Bros.
Wicked Lady, The	HBO	(ST)	TMC		(MAX)	Viacom
Wicker Man, The			TMC			David Armstrong
Wild Life, The	(HBO)	ST*	(TMC)			Universal
Windwalker	(HBO)	(ST)	TMC			Pacific International Films
Without A Trace					MAX*	20th Century Fox
Wuthering Heights	HBO	(ST)			(MAX)	Samuel Goldwyn
Year of Living Dangerously, The	HBO	ST				MGM/UA
Yentl					MAX*	MGM/UA

OCTOBER 7, 1985

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CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

FCC'S MCKINNEY ASSERTS TECH OVERSIGHT NOT A LOCAL MATTER

TCI, TIME INC. AND COMCAST MAY MAKE JOINT BID FOR GROUP W CABLE

ENDENT STATIONS RUNNING ADS AGAINST MUST-CARRY SWITCH-OUTS

HERITAGE PREPARING TO ENTER TVRO BUSINESS

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SCREENING THE OPTIONS: COMCAST SET FOR MAJOR GROWTH

CableVision

LEADING THE WEEK

NATOA conference 11
Technical regulation must stay in Washington, according to the FCC's James McKinney as he spoke before a frustrated and skeptical crowd at the fifth annual National Association of Telecommunications Officers and Advisors conference.

Group W bid 11
Comcast, TCI and Time Inc. may make a joint bid for Group W's 140 systems.

Heritage eyes TVRO sales 12
With its agreement to purchase descramblers and backyard decoders from M/A-COM, Heritage Communications Inc. becomes the fourth MSO to align itself with M/A-COM's scrambling technology and the first to purchase decoders for sale to the backyard dish market.

Independent campaign 12
Independent stations are trying their own remedy to stay on the air after the elimination of must-carry rules by urging customers to demand cable operators carry local stations.

Great Lakes Expo 14
The four-year-old Great Lakes Expo trade show in Indianapolis had a revamped structure that has produced new attendance and exhibitor records.

Texscan restructuring 15
Having posted a first quarter 1985 loss of $3.5 million, Texscan will lay off more than 10 percent of its 2,300 person workforce as one of many steps the company feels it must take to regain its financial footing.

Court drops R.I. case 15
The U.S. Court of Appeals has removed an October 1983 District Court ruling from the books. The lower court decision upheld Rhode Island's public access requirements and was a sore spot in a string of First Amendment victories for cable television.

Rainbow restraining order 18
Granted a temporary restraining order by the U.S. District Court requiring MGM/UA to fulfill the terms of its agreement with Rainbow, Rainbow will be allowed to present 11 films from the MGM/UA library this month.

New FCC rules expected 19
In the wake of the Alabama Power decision, the FCC's general counsel's office will seek authority to remand nine pole attachment rate decisions currently before federal appeals courts, with new rulemaking on its rate formula expected.

Emphasis on system-level 19
The Cable Television Administration and Marketing Society will focus on the needs of system managers at its first General Management Conference in New Orleans this week.

Adams-Russell wins in Mass. 20
The FCC reasserted its preeminence in the field of signal carriage regulation last week when it ruled that the town of Maynard, Mass., could not revoke the Adams-Russell franchise because of the operator's refusal to carry two distant signals required by the franchise.

TOPICS

Review 28
Dick Cavett is in "top form again" on his new talk show onUSA Network according to Reviewer Bob DiMatteo. This show may provide Cavett with the environment to be his relaxed, witty self.

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ON THE COVER

Thanks to a pioneer approach to financing techniques, Comcast is one of the nation's most profitable cable companies; with cash reserves of more than $200 million. However, the company is now willing to risk its 13-year earnings record to accomplish its strategic growth objectives. A recent acquisition is Caltec Cablevision in Baltimore, where Comcast has introduced cross-channel informational messages produced by Cable Promotion Network. Shown on the cover is the Caltec control center.

CABLE STATS

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	201	3,300,000
Arts & Entertainment (A&E)	2,100	17,300,000
Black Entertainment Television (BET)	486	10,159,588
Cable News Network (CNN)	8,236	33,960,000
CNN Headline News	2,716	16,980,000
C-SPAN	1,950	21,500,000
CBN Cable Network	5,551	29,715,000
Commerce Satellite Network	NA	NA
Country Music Television	300	5,300,000
The Discovery Channel	400	8,000,000
ESPN	10,857	36,500,000
Eternal Word Televison Network(EWTN)	267	4,300,000
Family Guide II Network	6	90,000
Financial News Network (FNN)	1,200	18,700,000
Home Shopping Network	324	6,200,000
The Learning Channel	675	5,800,000
Lifetime	2,600	26,600,000
Modern Satellite Network (MSN)	505	10,500,000
Music Television (MTV)	3,100	26,200,000
The Nashville Network	3,500	23,800,000
National Christian Network (NCN)	91	1,333,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	4,045	23,700,000
Odyssey	NA	NA
PTL The Inspirational Network	1,200	12,500,100
Satellite Program Network (SPN)	561	11,000,000
Silent Network	242	7,200,000
SIN Television Network[1]	364	32,758,700
Trinity Broadcasting Network	409	5,852,000
USA Network	4,200	30,600,000
Video Hits One	547	7,003,000
The Weather Channel	1,780	18,300,000
WGN-TV	1,780	16,112,000
WOR-TV	1,494	5,440,000
WPIX-TV	152	1,785,000
WTBS-TV	9,963	34,809,000

Pay services

American Extasy	6	60,000
American Movie Classics	125	260,000
Bravo	132	342,000
Cinemax	3,200	3,333,000
The Disney Channel	2,450	2,100,000
GalaVision	230	160,000
Home Box Office (HBO)	6,900	14,500,000
Home Theater Network (HTN)	400	300,000
Showtime	3,200	5,400,000
The Movie Channel	3,250	3,250,000
The Nostalgia Channel	55	175,000
The Playboy Channel	580	732,000
Private Ticket	4	NA

Audio services

Cable Radio Network	14	1,100,000
Lifestyle	139	2,566,367
Moody Bible Institute	53	675,023
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo Inc.	75	1,115,919
Studioline	NA	NA
WFMT Chicago	154	1,013,000

Text services

AP News Cable	325	4,300,000
AP News Plus	30	700,000
Cable Sportstracker	5	272,000
Dow Jones Cable News	173	2,450,000
Electronic Program Guide (EPG)	255	4,840,000
EPG Jr.	NA	NA
Genesis Cable Storytime	21	686,000
Reuters News View	325	3,250,000
TV Decisions	106	2,826,401
UPI Data Cable	450	4,000,000
X*Press	NA	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	6	4,655
Nippon Golden Network	7	8,400
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	8	450,000
The Ecumenical Channel	6	148,000
KTVT	57	1,272,000
Life Newsvision	24	36,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	2	135,000
Newsday Cable	1	240,019
Texas Cable Network	15	800,000

Pay services

Dodgervision	40	NA
Home Sports Entertainment—Houston Dallas	86	135,800
Home Team Sports	60	158,000
New England Sports Network	72	53,279
PRISM-Philadelphia	87	380,000
Pro-Am Sports	94	103,000
SportsChannel (New England)	68	95,000
SportsChannel (New York)	52	425,000
SportsVision (Chicago)	26	107,000
Z Channel	21	95,000

Announced services

Regional services	Expected Launch
Prime Ticket Network	10/85

Satellite-fed services

ABC pay-per-view service	1st Quarter 1986
Apollo Entertainment Television	TBA
The Book Channel	1st Quarter 1986
The BuenaVision Channel	TBA
Cabletix	TBA
C.O.M.B. Value Network	1st Quarter 1986
The Choice Channel	11/85
Discovery Computer Network	4th Quarter 1985
Discovery Financial Network	4th Quarter 1985
Discovery Music Network	4th Quarter 1985
El Canal Musical	4th Quarter 1985
Ethnic Radio Networks	TBA
The Exchange	4th Quarter 1985
International Business Network	4th Quarter 1985
Magicable	TBA
Movie Time	1/86
Peoples' Choice	4th Quarter 1985
Satellite Concert Network	TBA
Showtime/TMC Pay-Per-View Network	TBA
Sofcast National Digital Network	10/85
Telstar Pay-Per-View Service	TBA

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Attention Cable Stats, P.O. Box 5208-T.A., Denver, CO 80217.
NA denotes not available.
TBA denotes to be announced.

[1] Total SIN reach: Spanish-speaking households 4,114,400.

Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

A&E

AT&T (Corp.) (R)
AT&T International (R)
AT&T Residential (N)
Australian Tourism (N)
BMW (N)
Baldwin Pianos (R)
Bolla Wine (N)
British Airways (R)
Buick (N)
Commodore (N)
Dean Witter (N)
Delco (N)
Dell Publishing (N)
Ford (N)
GTE (N)
General Mills (N)
IBM (N)
Intel Cable (N)
KLM Royal Dutch Airlines (N)
Kodak (N)
Merrill Lynch (N)
Mitsubishi (N)
Ralston Purina (N)
Shearson Lehman (N)
Twentieth Century-Fox (N)
United Nations Plaza (N)
Zenith (N)

BET

Adolph Coors (R)
Ajay Enterprises (R)
American Beauty Products (R)
Anheuser-Busch (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
J.C. Penney (R)
Johnson & Johnson (R)
KFC Corp. (R)
Kraft (R)
McDonald's (R)
MGM/UA (N)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Pro-Care (R)
Proctor & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Singer Vacuum Cleaners (N)
Soft Sheen Products (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps (R)
Warner Lambert (R)
William Wrigley Jr. (R)

C-SPAN*

Centel (R)
DuPont (R)
Eastern Airlines (R)
Gannett (R)
General Instrument (R)
GM (R)
M/A-COM (R)
McDonnell Douglas (R)
Merrill Lynch (N)
Time (R)
Times Fiber (R)

ESPN

AC Delco (R)
American Motors (R)
Anheuser-Busch (R)
Australian Tourist Commission (N)
Blistex (R)
Canada Dry (N)
Delco Electronics (N)
Emerson Radio Corp. (N)
Esquire Magazine (R)
Ford (R)
Fram (R)
FTD (N)
Kelloggs (R)
Kendall Oil (R)
Le Tigre (N)
Mitsubishi (R)
North Star Industries (N)
Poulan (R)
Rolex (R)
Sears (R)
Treco (R)
U.S. Tobacco (R)
Zenith (R)

FNN

Allstate (N)
Avis (R)
AT&T (R)
Best Western (N)
Charles Schwab (R)
Chicago Board of Trade (N)
Chrysler (R)
Commodore Computers (N)
CSX Corp. (N)
Dow Jones (R)
Ford Corp. (R)
GMAC (R)
GM Corp. (R)
The Hartford Insurance (N)
Hayes Corp. (R)
Hong Kong Tourist Bureau (R)
International Trading Group (N)
InterNorth (R)
Intex (N)
ITT (R)
Kansas City Board of Trade (R)
Merrill Lynch (R)
Nynex (R)
United Airlines (R)
USA Today (N)
Wall Street Journal (R)
Xerox (R)
Zion Banking (R)
Zweig Forecast (R)

The Learning Channel

American National Cellular (R)
Barron's (R)
Charles Schwab (R)
Investor's Daily (R)
Smithsonian Magazine (R)
Standard & Poor's (R)
Working Woman Magazine (R)

Modern Satellite Network

American Motors (R)
Anheuser-Busch (R)
California Raisin Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes-Benz of North America (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
Upjohn (R)
U.S. Army Corps of Engineers (R)
Washington State Apple Commission (R)
World Book (R)

SPN†

Bayer
Best Western
Budweiser
Casio
Continental Airlines
D-Con
Esquire Magazine
Evenflo
Fisher-Price
Heinz
Hilton
Huggies
Hummingbird
Ivory Snow
Johnson & Johnson
Kodak
MasterCard
Maytag
National Liberty Insurance
Norelco
Pellon
Playboy Magazine
Playtex
Ranger Boats
Redman Chewing Tobacco
Royal Computers
Rubbermaid
Time + Life
Trilene
Tropicana
United Airlines
Windjammer Cruises
Yamaha

The Weather Channel

American Home Products (R)
American Motors (R)
Aris Isotoner (N)
AT&T Communications (R)
Dannon Yogurt (R)
DuPont (R)
General Mills Inc. (N)
General Motors Corp. (R)
The Hartford Insurance Co. (R)
Italcable (R)
Kimberly Clark (R)
La Quinta (N)
Lee Pharmaceuticals (N)
Michelin Tire Co. (R)
Phillips Petroleum (R)
Plough Inc. (R)
Proctor & Gamble (R)
Prudential-Bache (R)
Puerto Rican Tourism (N)
Quaker State (R)
Ralston Purina (R)
Sears Roebuck (R)
3M (R)
Thoro Systems (R)
Union Carbide (R)
United Airlines (R)
Warner Lambert (R)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.

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CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

U.S. APPEALS COURT DECLARES POLE ACT UNCONSTITUTIONAL

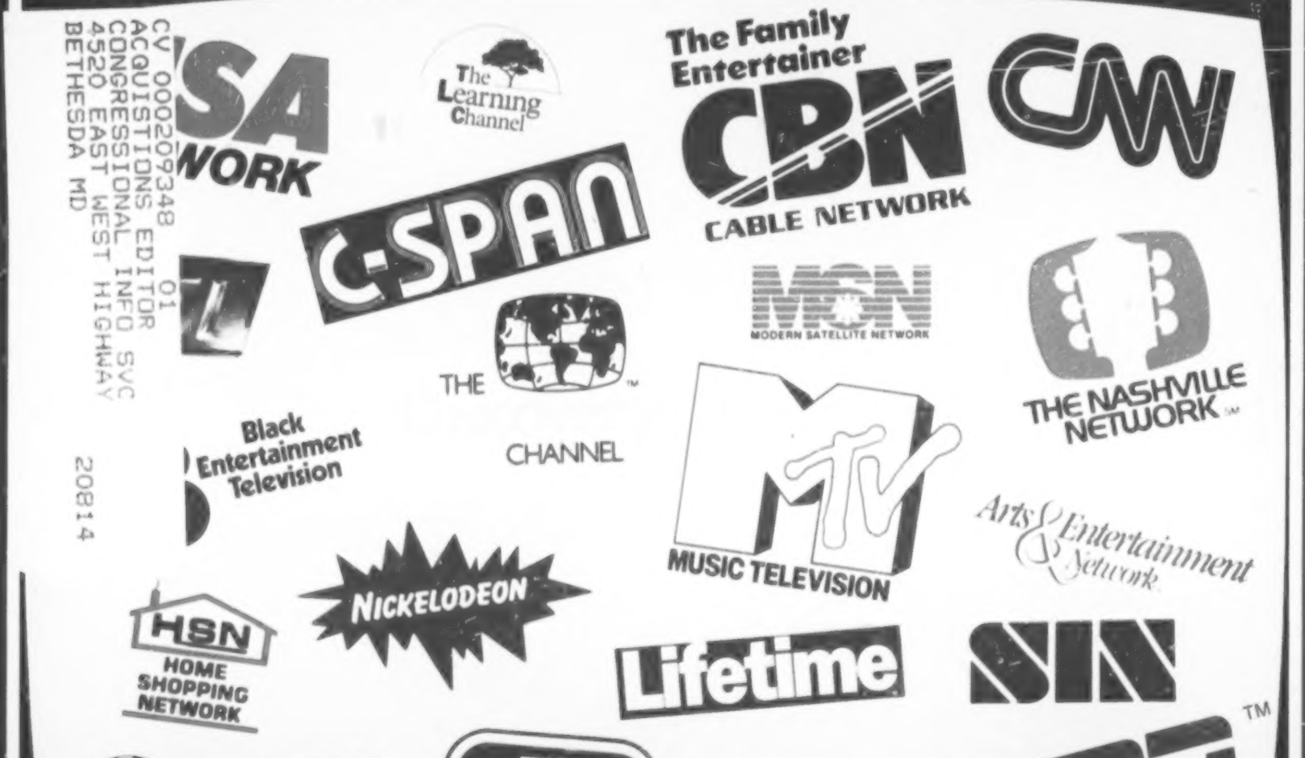
PROGRAMMERS' SCRAMBLING CONSORTIUM COLLAPSES

PAC BELL TO OWN PALO ALTO SYSTEM

KAITZ DINNER RAISES $180,000 • ACE NOMINEES CHOSEN

RALLYING AROUND BASIC: NETS' SUCCESS SPARKS NEW STRATEGIES

CV 000209348 01
ACQUISITIONS EDITOR
CONGRESSIONAL INFO SVC
4520 EAST WEST HIGHWAY
BETHESDA MD 20814


SA
WORK
The Learning Channel
The Family Entertainer
CBN
CABLE NETWORK
CNN
C-SPAN
MSN
MODERN SATELLITE NETWORK
THE
CHANNEL
THE NASHVILLE NETWORK
Black Entertainment Television
MTV
MUSIC TELEVISION
Arts & Entertainment Network
HSN
HOME SHOPPING NETWORK
NICKELODEON
Lifetime
SIN
FNN
FINANCIAL NEWS NETWORK
THE WEATHER CHANNEL
spn
SATELLITE PROGRAM NETWORK
ESPN
TM
THE TOTAL SPORTS NETWORK

CableVision

LEADING THE WEEK

Pole Attachment Act out 11

Despite the possibility of throwing more than 100 pole attachment rate disputes settled by the FCC into question, the Court of Appeals in Atlanta has ruled the 1978 Pole Attachment Act unconstitutional.

Bids in for Group W 11

The first round of bids are in for the sale of Group W's cable systems, with the list of hopefuls including some of the nation's biggest MSOs.

TBS kills scrambling venture 12

Turner Broadcasting System Inc. has pulled out of a proposed scrambling venture with MTV Networks Inc., ESPN and Showtime/The Movie Channel, and says it now plans to scramble in July 1986 using M/A-COM's VideoCipher II technology for CNN and CNN Headline News.

Nielsen ratings up 14

The last three months look good to MTV, Nickelodeon, CNN, CNN Headline News and The Nashville Network with Nielsen figures showing improved ratings for the five services.

Telco to own system 19

A historic vote has opened the door to cable for Pacific Bell as the city of Palo Alto awarded the 15-year franchise to Cable Communications Cooperative of Palo Alto Inc.

Kaitz dinner raises $180,000 20

More than 500 cable industry members attended the Walter Kaitz Foundation fund-raiser held recently at the Waldorf-Astoria Hotel which raised more than $180,000.

ACE nominees 26

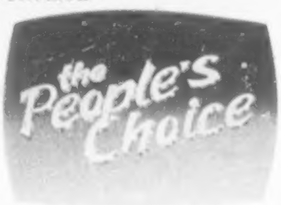
The National Academy of Cable Programming announced the 223 nominees for this year's Awards for Cable Excellence to be hosted by Shelley Duvall on Dec. 3.

TOPICS

Marketing 39

A host of MSO and program service marketing officers were present for the unveiling of the Council for Cable Information's $12 million campaign for 1986 which, unlike last year's, will stress specific networks and programs to promote the cable medium.

On Demand 40



The People's Choice is delaying its launch date to December and perhaps January. President Lee Eden stated that the film product available doesn't warrant a start-up at the present time. Another pay-per-view service.

Advertising 42

A recent study by Informarketing Inc. showed that ratings, not demographics, are the main criteria for buying advertising time on cable networks, while senior managers are more sensitive to qualitative issues.

Business 44

At a recent Paul Kagan seminar in New York City, industry executives stated that system values, based on nine or 10 times cash flow, may not hold up in 1987 and 1988, yet value per subscriber will be the same or higher due to rates and cash flows being higher.

Harold Ewin, president of Communications Equity Associates.

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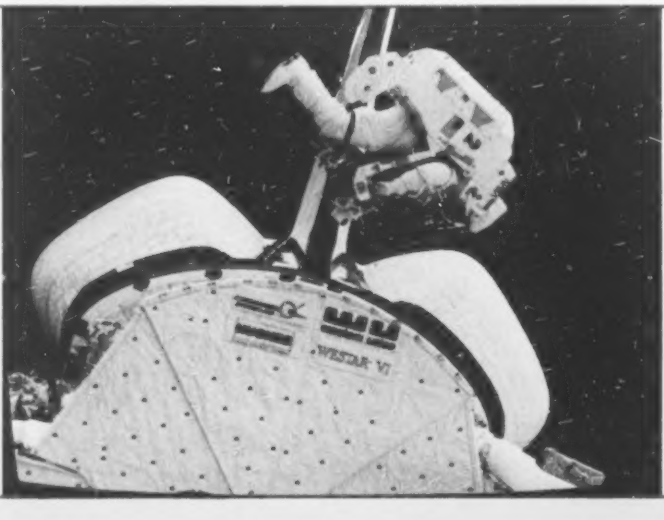


COVER STORY

A combination of factors is changing how basic cable is perceived by cable operators and advertisers. Operators are aware that basic programming is important in keeping cable's niche in the media marketplace and are placing greater effort on marketing their basic packages. Gene Lindner, vice president of programming for ATC, states that basic is " . . . the bread and butter of the MSOs." The basic services have improved their marketing techniques and "narrowcast" nets, such as The Discovery Channel (left) with select audience demographics, appeal to advertisers.

System values may waver, panelists say

NEW YORK—System values based on nine or 10 times cash flow may not hold in 1987 and 1988 as expectations catch up with reality, cable industry executives and brokers said at a recent Paul Kagan seminar held in New York City. But while multiples may slip, the value per subscriber for the system will be the same or higher because rates and cash flows will be higher, said Harold Ewen, president of Communications Equity Associates.

Interest rates will exert the greatest influence on cash flow ratios, according to both Craig McCaw, president of McCaw Communications Co., and Peter Sokoloff, senior vice president at Cable Investments Inc. The current low interest rate period allows significant leveraging. As a result, cable system values may be "irregularly high," said Sokoloff. Should interest rates begin to rise, the multiples may drop, he concluded.

The significant factor in today's market, noted the panelists, is that despite the tremendous number of systems on the market, prices have continued to march ahead. "We didn't buy a single system for less than 10 times cash flow in 1984," noted Tele-Communications Inc. President John Malone. "I hate to think what would have happened" to prices had all of these systems not come on the market, he said.

The panelists noted that the strength of the market is largely a result of the deregulation of the industry, which has allowed operators and investors alike to believe that even in an inflationary period, cable systems will be able to keep up with escalating prices by raising their rates. Said Malone, "1987 is what's driving the prices today."

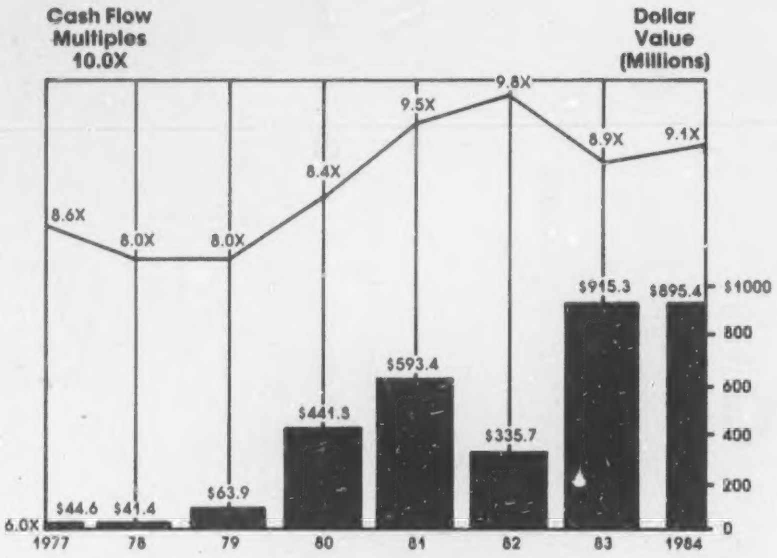
Over the short-term, he predicted, upward pressure on prices will continue. But, he noted, cable system prices have often moved in plateaus. Market values appear to run ahead of real values setting a plateau which real values eventually reach. Once real values approach market values, market values appear to spurt ahead again to a higher plain.

During the recent cable show in Atlantic City, John Waller, president of Waller Capital, expanded on the idea, predicting that market prices would plateau at the end of this year and continue flat until mid-1989. At that point, they should rise again in anticipation of cable companies moving back into the marketplace, after two years of deregulation and cash accumulation, Waller said. In the meantime, real system values, based on actual cash flow, will finally be catching up with market value in 1988, only to have market values spurt ahead again.

Jim Hoak, president of Heritage Communications, asserted that over the long term, cable multiples should be lower than broadcast multiples at a mature levelof operation. "There is a limit on a per sub basis to what systems can sell for," he added. But Kagan disagreed, contending that additional sources of revenue will continue to defy cable's definition as a mature industry. Kagan drew an analogy to the newspaper publishing business, which despite its definition as mature, continues to find new sources of revenue and increase its value. For example, by adding new sections a newspaper can provide new advertising opportunities, said Kagan.

—Virginia Munger Kahn

Cable TV System Sales History



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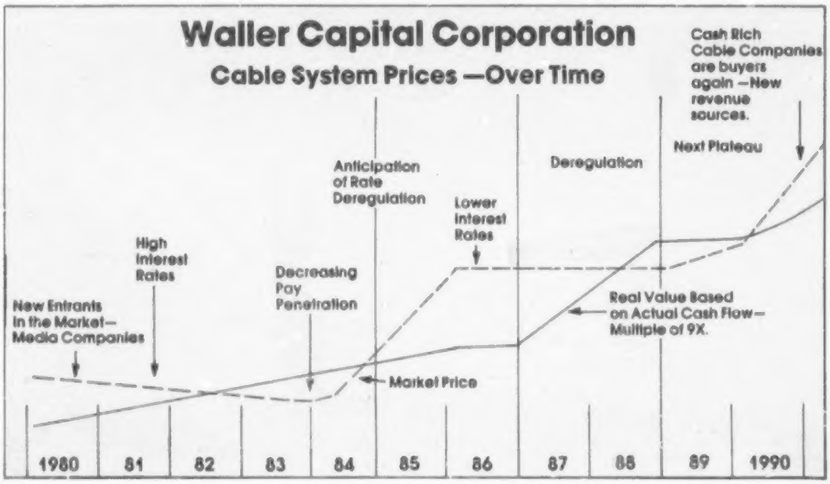
Waller Capital Corporation

Cable System Prices —Over Time



CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH.

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984.
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH.

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
Arts & Entertainment	24
BET	20
CBN Cable Network	8
Cinemax (West)	23
C-SPAN	19
ESPN (Blackout)	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (West)	13
HTN	16
Home Shopping Network	22
The Learning Channel	16
Lifetime	17
HSN – The Information Channel	22
MTV	11
National Jewish Television	18
Nickelodeon	1
PTL	2
Reuter Monitor Service	18
Seeburg Lifestyle Music	3
Showtime (West)	10
SPN	6
Studioline	19
The Learning Channel	16
Trinity Broadcasting Network	3
TV Decisions	24
USA Cable Network	9
(during blackout)	22
Video Hits One	15
The Weather Channel	21

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	10
Biznet	6
Bravo	2
Commerce Satellite Network	3
Home Sports Entertainment	11
Madison Square Garden	6
National Christian Network	7
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
Odyssey	23
The Playboy Channel	12
The Silent Network	16
SportsVision	9
WPIX – New York	19

Westar III (Western Union)	**Transponder**
CNN	5

Westar IV (Western Union)	**Transponder**
Atlantic City Horse Racing	6
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Public Broadcasting Service	15, 17, 21, 23
Texas State Network	2
Word of Faith Satellite Network	6

Westar V (Western Union)	**Transponder**
Fantasy Unrestricted Network (FUN)	24
FUN Weekend Pay-per-view	24
The Meadows Racing Network	22
Pro-Am Sports System (PASS)	14
The University Network	2

Telstar 303 (AT&T)	**Transponder**
American Extasy	19
Country Music Televison (CMTV)	18
KTVT (Dallas)	22
SelecTV	13

Galaxy I (Hughes)	**Transponder**
CBN Cable Network	11
Cinemax (East)	19
CNN	7
CNN Headline News	8
C-SPAN	13
The Discovery Channel	22
The Disney Channel (East)	4
(West)	24
EPG	5
ESPN	9
GalaVision	20
HBO (East)	23
Home Team Sports	12
Keyfax National Teletext Magazine	18
Moody Broadcasting Network	3
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
PTL	17
Showtime (East)	5
SIN	6
Studioline	13
WGN	3
WOR-TV	15
WTBS	18

Spacenet I (GTE)	**Transponder**
ACTS	15

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,660,918	(3/85)
2.	American Television and Communications Corp	2,500,000	(2/85)
3.	Group W Cable	2,055,000	(7/85)
4.	Storer Cable Communications	1,498,000	(7/85)
5.	Cox Cable Communications	1,475,647	(7/85)
6.	Warner Amex Cable Communications Inc	1,129,850	(10/85)
7.	Continental Cablevision	1,064,000	(6/85)
8.	Times Mirror Cable Television Inc	996,606	(6/85)
9.	Newhouse Broadcasting	927,000	(7/85)
10.	United Cable Television	851,000	(6/85)
11.	Viacom Cablevision	800,000	(7/85)
12.	UA Cablesystems Corp	711,000	(7/85)
13.	Sammons Communications Inc	665,000	(7/85)
14.	Cablevision Co	589,482	(7/85)
15.	Rogers Cablesystems Inc	586,860	(6/85)
16.	Heritage Communications Inc	585,450	(10/85)
17.	Jones Intercable Inc	570,170	(9/85)
18.	Comcast Cable Communications	505,700	(10/85)
19.	Telecable Corp	445,365	(7/85)
20.	McCaw Communications	382,000	(7/85)
21.	Capital Cities Cable Inc	375,848	(7/85)
22.	Prime Cable Corp	331,226	(7/85)
23.	Wometco Cable TV Inc	308,427	(7/85)
24.	Centel Cable Television Company	303,516	(7/85)
25.	Daniels & Associates	300,650	(7/85)
26.	NewChannels	299,281	(7/85)
27.	TCA Group	273,189	(7/85)
28.	Cablevision Industries	269,741	(6/85)
29.	Multimedia Cablevision Inc	268,063	(7/85)
30.	American Cablesystems Corp	263,780	(6/85)
31.	Maclean Hunter Cable TV Ltd	247,407	(7/85)
32.	Falcon Cable TV	245,000	(6/85)
33.	Scripps Howard	234,411	(6/85)
34.	TeleScripps	220,065	(7/85)
35.	Tribune Cable Communications	219,124	(7/85)
36.	Colony Communications Inc	216,320	(7/85)
37.	Adelphia Communications	198,205	(7/85)
38.	Rollins Cableview Inc	197,500	(7/84)
39.	Century Communications Corp	192,023	(8/84)
40.	Service Electric Cable TV Inc	189,500	(12/84)
41.	Communications Service Inc	179,000	(2/85)
42.	TKR Cable Co	169,000	(7/85)
43.	Cablentertainment	166,309	(7/85)
44.	Sutton Capital Group	161,248	(7/85)
45.	Rifkin & Associates	160,000	(7/85)
46.	Western Communications	153,564	(7/85)
47.	Adams-Russell Communications	145,382	(7/85)
48.	Harte-Hanks Communications	140,569	(3/85)
49.	Harron Communications	132,644	(7/85)
50.	Buckeye Cablevision	125,925	(7/85)
51.	Harris Cable Corp	119,500	(7/85)
52.	Midwest Video Corp	118,102	(2/85)
53.	Lenfest Group	114,932	(7/85)
54.	Greater Media Cable	113,401	(7/85)
55.	Televents Inc	112,500	(7/85)
56.	Armstrong Utilities	112,291	(7/85)
57.	Summit Communications	102,049	(7/85)
58.	U S Cable Corp	98,000	(7/85)
59.	Cencom Cable Associates Inc	95,240	(8/85)
60.	Communications Systems Inc	93,655	(4/84)
61.	Multi-Channel TV Cable Inc	93,250	(7/85)
62.	McDonald Group	90,079	(8/84)
63.	The Essex Group	85,000	(7/85)
64.	Booth Communications	82,482	(8/85)
65.	McClatchy Newspapers	81,783	(7/85)
66.	Media General Corp	81,429	(7/85)
67.	King Videocable Co	80,924	(7/85)
68.	WEHCO Video Inc	80,692	(7/85)
69.	Palmer Communications	80,449	(7/85)
70.	Perry Cable TV Corp	80,146	(7/85)
71.	Cable Management Associates	77,981	(7/85)
72.	Sonic Communications	74,316	(4/85)
73.	Omega Communications	74,213	(6/85)
74.	Midcontinent Cable Systems Co	73,215	(8/85)
75.	Susquehanna Broadcasting	70,528	(7/85)
76.	Pencor Services Inc	69,711	(6/85)
77.	Clear TV Cable Associates Ltd	59,488	(4/85)
78.	Omni Cable TV Corp	58,468	(8/85)
79.	Selkirk Communications	58,150	(7/85)
80.	Marsh Media	57,698	(7/85)
81.	Helicon Corp	55,000	(7/85)
82.	Northland Communications Corp	55,300	(7/85)
83.	The Daily Press	53,000	(3/85)
84.	Masada Corp	51,900	(7/85)
85.	National Telecommunications Corp	51,300	(12/84)
86.	Acton Corp	51,268	(7/85)
87.	United Video Management	50,803	(7/85)
88.	Simmons Communications	50,002	(7/85)
89.	First Carolina Communications Inc	49,329	(7/85)
90.	Communicom	47,694	(1/85)
91.	Wisconsin Cablevison and Radio Co. Inc	47,444	(7/85)
92.	Tele-Media	44,506	(7/85)
93.	Bresnan Communications	44,476	(7/85)
94.	Joseph Gans Cable T V	43,838	(3/85)
95.	State Cable TV	43,640	(8/85)
96.	Chamber Communications Corporation	43,366	(7/85)
97.	Donrey Cablevision	41,792	(8/85)
98.	Cable Holdings Inc	40,200	(4/85)
99.	Dowden Communications	39,016	(8/85)
100.	Matrix Enterprises	37,247	(7/85)

Subscriber counts are provided by MSOs to International Thomson Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	259,290	(7/85)
2.	Woodbury (Long Island), NY	Cablevision Co.	242,034	(7/85)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	Florida Division (Orlando Ormond Beach)	ATC	195,700	(12/84)
5.	San Antonio, TX	Rogers Cablesystems	190,076	(6/85)
6.	Houston, TX	Warner Amex	189,000	(7/85)
7.	East Orange, NJ	MacLean Hunter	174,915	(8/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Phoenix, AZ	Times Mirror	142,000	(7/85)
10.	Wayne, NJ	UA Cablesystems	140,000	(7/85)
11.	Cincinnati, OH	Warner Amex	137,000	(8/85)
12.	Tulsa, OK	United Cable	135,048	(7/85)
13.	Englewood, CO	United Cable	131,106	(7/85)
14.	Audubon, NJ	New York Times	125,347	(8/85)
15.	Tidewater (Norfolk), VA	Cox Cable	118,455	(7/85)
16.	Atlanta, GA	Prime Cable	117,680	(7/85)
17.	Rochester, NY	ATC	117,100	(12/84)
18.	Baltimore County, MD	Comcast Cable	117,000	(7/85)
19.	Erie County, NY	Prime Cable Corp	115,618	(7/85)
20.	Jacksonville, FL	Continental	110,000	(6/85)
21.	San Jose, CA	Gill Industries	107,200	(8/85)
22.	Memphis, TN	ATC	106,300	(12/84)
23.	Seattle, WA	Group W	104,000	(7/85)
24.	Toledo, OH	Buckeye Cablevision	104,000	(8/85)
25.	Manhattan, NY	Group W Cable	103,400	(7/85)
26.	San Juan, PR	Harris Cable Corp	102,728	(7/85)
27.	Austin, TX	ATC	102,500	(12/84)
28.	Charlotte, NC	ATC	101,700	(12/84)
29.	Central Islip (Long Island), NY	Viacom	101,211	(8/85)
30.	Jefferson Parish Kenner, LA	Cox Cable	96,929	(7/85)
31.	San Diego, CA	ATC	92,100	(12/84)
32.	San Francisco, CA	Viacom	90,776	(8/85)
33.	Warren, NJ	TKR Cable	90,300	(7/85)
34.	Dallas, TX	Heritage	90,150	(10/85)
35.	Los Angeles, CA	Falcon Communications	88,137	(2/85)
36.	Wilmington, DE	Rollins Cableview	87,600	(7/85)
37.	Grand Rapids, MI	UA Cablesystems	85,000	(7/85)
38.	Seattle, WA	Viacom	84,000	(4/85)
39.	Jackson, MS	ATC	80,700	(12/84)
40.	Wichita, KS	Multimedia Cablevision	80,128	(7/85)
41.	Pittsburgh, PA	Telecommunications Inc	79,666	(7/85)
42.	New Orleans, LA	Cox Cable	79,037	(7/85)
43.	Clearwater, FL	Vision Cable	78,600	(7/85)
44.	Broward County, FL	Storer Cable	78,000	(7/85)
45.	Pompano, FL	American Cablesystems	77,500	(6/85)
46.	Boston, MA	Cablevision	75,524	(3/85)
47.	Richmond Henrico, VA	Continental	74,250	(7/85)
48.	Baton Rouge, LA	Daniels & Associates	74,829	(3/85)
49.	South Texas, TX	Heritage Communications	72,938	(7/85)
50.	Flint, MI	Comcast Cable	72,700	(7/85)
51.	Indianapolis, IN	Indianapolis Cablevision	72,496	(4/85)
52.	Tacoma, WA	Cable TV of Puget Sound	72,436	(6/85)
53.	Jefferson County, KY	Storer Communications	71,000	(7/85)
54.	Greensboro, NC	ATC	69,200	(12/84)
55.	South Bend, IN	Heritage Communications	69,015	(7/85)
56.	Cleveland Heights, OH	Viacom	69,000	(4/85)
57.	Santa Monica, CA	Group W	68,200	(7/85)
58.	Louisville, KY	Storer	66,914	(7/85)
59.	Fairfax, VA	Media General	67,767	(7/85)
60.	Omaha, NE	Cox Cable	65,810	(7/85)
61.	Raleigh, NC	ATC	65,800	(12/84)
62.	Nashville, TN	Viacom	65,000	(4/85)
63.	Kansas City, MO	ATC	64,800	(12/84)
64.	Columbus, OH	Warner Amex	64,679	(5/85)
65.	St. Petersburg, FL	Group W	64,200	(7/85)
66.	Buffalo, NY	Telecommunications Inc	63,808	(8/85)
67.	Akron, OH	Warner Amex	63,500	(7/85)
68.	Boston Complex (Malden), MA	Warner Amex	63,180	(3/85)
69.	Hartford, CT	Times Mirror Cable	62,882	(7/85)
70.	Binghamton, NY	NewChannels	62,814	(7/85)
71.	Syracuse (suburbs), NY	NewChannels Corp	62,814	(7/85)
72.	Oklahoma City, OK	Cox Cable	62,731	(7/85)
73.	Fayetteville, NC	ATC	62,100	(12/84)
74.	Allentown, PA	Service Electric	62,000	(7/85)
75.	Las Vegas, NV	Times Mirror Cable	61,892	(7/85)
76.	El Paso, TX	Group W	61,700	(7/85)
77.	Monterey, CA	Western Communications	61,547	(7/85)
78.	Madison, WI	Telecommunications Inc	61,257	(4/85)
79.	New Haven, CT	Storer Cable	60,000	(7/85)
80.	West Palm Beach, FL	Group W	60,000	(7/85)
81.	Mt. Prospect, IL	Cablenet	60,000	(4/85)
82.	Sarasota, FL	Storer Cable	59,967	(7/85)
83.	Santa Barbara, CA	Cox Cable	59,932	(7/85)
84.	Des Moines, IA	Heritage Communications	59,489	(7/85)
85.	Birmingham, AL	ATC	59,400	(12/84)
86.	Albany, GA	Storer Cable	59,000	(7/85)
87.	Snohomish County, WA	Viacom	59,000	(4/85)
88.	Ft. Worth, TX	Sammons Communications	59,000	(7/85)
89.	Harrisburg, PA	Sammons Communications	58,600	(7/85)
90.	New Brittan, CT	United Cable	58,282	(12/84)
91.	Bridgeport, CT	Cablevision Co. Scripps Howard	57,886	(7/85)
92.	Indianapolis, IN	ATC	57,100	(12/84)
93.	Chicago Suburbs (Oak Park), IL	Cablevision Co	56,790	(7/85)
94.	Albuquerque, NM	Tribune Cable	56,715	(7/85)
95.	Stamford (Fairfield), CT	Cablevision Co	56,564	(7/85)
96.	Westchester County (New Rochelle), NY	UA Cablesystems	56,000	(7/85)
97.	Chatsworth, CA	Valley Cable	55,994	(5/85)
98.	Winston-Salem, NC	Summit Communications	55,781	(7/85)
99.	Escondido San Diego County, CA	Times Mirror Cable	55,715	(7/85)
100.	Shreveport, LA	ATC	55,500	(12/84)

Subscriber counts provided by MSOs and systems to International Thomson Communications Inc.

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CableVision

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MOONEY WARNS OF INTENSIFIED ANTITRUST SCRUTINY

HBO ADS REJECTED BY HOME SATELLITE PUBLICATIONS

FCC LOWERS LEAKAGE STANDARDS FOR CONVERTERS

DEGEORGE BID FOR TIMES FIBER ACCEPTED BY INSILCO

LOOKING FOR ANSWERS: NAGEMENT SESSIONS ARE BIG DRAW

CableVision

LEADING THE WEEK

Mooney on antitrust 6

NCTA President James Mooney has admonished the cable industry to take note of increased Department of Justice scrutiny of the industry as the natural trend toward consolidation continues in the maturing cable business.

TVRO brick wall 6

An HBO attempt to inform TVRO owners of its scrambling plans has met firm opposition from the home satellite industry, with nine industry magazines refusing to run an "open letter."

DeGeorge bid accepted 8

Sixteen days after withdrawing his bid of $145.8 million for Times Fiber Communications, Insilco has accepted Lawrence DeGeorge and his LPL Group's offer over the management group's proposal.

FCC may relax standards 11

The FCC has proposed to apply the same technical standards for radiation and signal leakage as apply to consumer-owned devices such as TVs, VCRs and PCs to cable system-owned customer premise equipment.

Disney consolidation 12

Walt Disney Pictures has consolidated its home video, pay television sales, original pay programming, and pay-per-view operations into a new video division.

Cablevision to launch probe 13

Cablevision Co. will launch an investigation into the possible participation of certain of its employees, along with certain Jerrold Electronics personnel, in the illegal sale and distribution of cable converters.

Staniar bids for Group W 13

Group W President Burt Staniar has entered the foray for acquisition of that company's 140 cable systems with the venture capital fund managed by Warburg Pincus & Co.

Time Inc. cuts costs 14

Though HBO and ATC together reported a slight rise in third quarter 1985 pre-tax earnings, Chairman J. Richard Munro has announced a $75 million cost-cutting program for Time Inc.

TOPICS

Review 16

Dr. Ruth Westheimer's second season of her series was off to a "lively start," according to Reviewer Robert DiMatteo, with a different title and daily celebrity guests beginning with Joan Rivers who paired up with the doctor in some bold, but relaxed, talk about sex.

Programming 16

The National Academy for Cable Programming along with other cable groups are working diligently with marketing kits, promo spots and contests to build excitement for the Awards for Cable Excellence Dec. 3 in Beverly Hills. The second half of the list of the 223 ACE nominees announced Oct. 8 appears in this issue.

Management 30

The first general managers' conference sponsored by the Cable Television Administration and Marketing Society Oct. 11 and 12 skipped the hoopla, exhibitors and hospitality suites and concentrated on panels and discussions on customer service and incremental revenue sources, which did not include raising rates.

Advertising 31

A new audience measurement technique is in the works by Nielsen researchers. The new tool could make local cable systems more competitive with their broadcasting counterparts in the race for ratings.

Departments

Stock Market 26

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Photo by Earl V. DeWald

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From the headquarters of Mile Hi Cablevision in Denver, Women in Cable chapters around the country were linked to a videoconference featuring industry leaders. The event was one of the highlights of Women in Cable's third management conference held Oct. 13-16 at the Marriott Hotel.

CABLE STATS

Franchising calendar

This chart examines the franchise status of communities since October 1985.

California

Cerritos—request for proposals issued.
Chino—negotiations with Marsh Media.
Claremont—tentative agreements to award franchise to Masada Corp.
East Yolo—award to Sonic Cable 7/85 (10,000 homes).
La Puente—award to United Cable 11/28/84 (8,600 homes).
Los Altos—awarded to United Cable 12/84 (9,000 homes).
Palo Alto—awarded 10/7/85 to Cable Communications Cooperative of Palo Alto.
Rosemead—award to Falcon Communications 2/26/85 (14,000 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).

Delaware

Wilmington—commission's recommendation under review by City Council.

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois

Chicago—Area I award to Communications and Cable (300,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).
Naperville—award to Rite Cable Co. of Illinois Limited. Rite Cable of Illinois also awarded unincorporated areas of DuPage County. (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—survey showed interest in cable insufficient to warrant franchise.
Woodbridge—terminated franchising process (260 homes).

Kentucky

Fulton—award to TCI 12/13/84 (2,400 homes).
Loretto—terminated franchise process.

Maryland

Baltimore—award to United Cable 12/19/84 (302,000 homes).

Massachusetts

Belchertown—negotiations with Clearview Cable completed; preliminary award expected.
Belmont—accepting proposals. Public hearing scheduled 8/13/85 (2,760 homes).
Berkley, Dighton, Freetown—award to Continental Cablevision.
Boxborough—award to Nashoba 1/7/85 (3,100 homes).
Cambridge—award to American Cable Systems of Cambridge 3/22/85 (43,000 homes).
Danvers—award to Nashoba 1/85 (8,600 homes).
East Bridgewater—award to Continental Cable 12/3/84 (2,500 homes).
Groton—award to United Video 2/25.
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holland—accepting proposals.
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—bids due 10/18/85 award expected.
Marblehead—award to Continental Cable 12/84.
Medfield—awarded to Massachusetts Cablevision Inc.
Mendon—award to Massachusetts Cablevision Systems 1/7 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—reviewing proposals from Continental Cablevision and Nashoba Communications.
Rochester—final hearings in progress on proposal from American Cable.
Sandwich—award to Campbell Communications (5,000 homes).
Seekonk—Award to Massachusetts Cablevision 6/85. (6,000 homes).
Shirley—provisional license granted to Nashoba Communications 10/84. Reviewing contract. (1,827 homes).
Southborough—awarded to Greater Worcester Cablevision 8/13/85.
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84. (1,600 homes).
Townsend—provisional license to Nashoba Communications Inc.
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Almont—award to Michigan Cable 11/84.
Atlas—award to Michigan Cable 8/84.
Brandon—award to Michigan Cable 11/84.
Brown City—award to Pioneer Cablevision.
Cedar Creek—award to Horizon Cable 7/84.
Dalton—award to Horizon Cable 7/84.
Goodrich—award to Michigan Cable 9/84.
Lake Orion, Orion Twp—award to Tribune-United 12/84 (7,800 homes).
North Branch—award to Michigan Cable 8/84.
Thortonville—award to Michigan Cable.
Waconia—award to Westel 12/18/84 (1,024 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dow-Sat of Minnesota 11/84 (973 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Bird Island—award to North American Communications Corp. 10/84 (566 homes).
Cannon Falls—award to North American Cable Communications Corp. (1,060 homes).
Credit River—award to North American Communications Corp. 10/84 (880 homes).
Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—award to Individual Satellite Systems 11/84 (400 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).
Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kandiyohi—award to Kavanaugh Cable Co. 4/1/85 (200 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 ([illegible],000 homes).

Lindstrom, Stacy—award to Dow-Sat of Minnesota (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—award to Dow-Sat of Minnesota (481 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).
Murdock—award to Kavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Pennock—award to Kavanaugh Cable Co. 4/11/85 (175 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—awarded to North American Cable Communications.
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—award to Westel 12/18/84 (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—award to Continental Cablevision. (24,032 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Keene—renewed franchise with Group W including a rebuild and rate increase (19,360 homes).
Manchester—award to United Cable.
Newton—awarded to Harron Communications.
Sandown—reviewing proposal from Continental Cablevision (800 homes).

New Jersey

Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—reviewing U.S. Cable joint venture application.

New York

Mt. Upton—terminated franchise process.
North Salem—award to Community Cable Services 12/84 (1,100 homes).
Portland—cable committee formed to begin franchise process. Tribune Cable, Harborview and U.S. Cable sent letters expressing interest (150 homes).

North Carolina

Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/84 (2,000 homes).
Cleveland—franchise awarded to Northcoast Cable 7/85.
Oberlin—preliminary award to Oberlin Cable Co-op 6/6/84 (2,600 homes).

Oregon

Dunthorpe—no response to RFP.
Sylvan—awaiting additional legal opinions.

Pennsylvania

Philadelphia—city is divided into four areas: Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island

Naval Education and Training Center—accepting proposals (2,900 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—Bellevue Cablevision Inc. awarded franchise. (29,500 homes).

Virginia

Manassas—negotiating with Cablevision of Manassas.

Washington

Battle Ground—new ordinance drafted. Soliciting interest from operators.
Seattle—city is divided into four parts: Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs-FG
2.	Los Angeles	City is divided into 14 areas (A-n): 11-OP, 3-UC
3.	Chicago	City is divided into five areas: Area I-FG; Areas II, III-OP; Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts: (4-OPs), (1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	OP/UC
16.	Atlanta	OP
17.	St. Louis	UC/FG
18.	Tampa/St. Petersburg	OP/OP
19.	Denver	OP
20.	Baltimore	FG
21.	Sacramento/Stockton	OP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	OP
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34.	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes-Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.

C4722-2

OCTOBER 28, 1985

CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

TURNER, VIACOM MAPPING PRODUCTION DEAL INVOLVING MGM/UA

NEW MUST-CARRY LEGISLATION ABOUT TO HIT CAPITOL HILL

COUNCIL FOR CABLE INFORMATION TERMINATING OPERATIONS

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LEADING THE WEEK

Viacom, Turner joint venture 11
Rumors of a joint venture between Viacom and Turner Broadcasting System are flying around Wall Street and Hollywood after Turner's take over bid of MGM/UA and the settlement of the Rainbow suit.

Times Fiber declines offer 15
The Times Fiber Board of Directors has rejected the $145.8 million merger offer from former Chairman Lawrence DeGeorge's LPL Investment Group, as the Times Fiber management group withdraws its competing bid for the company.

CCI closes down 15
After Tele-Communications Inc. and other top MSOs refused to fund the Council for Cable Information's 1986 budget, CCI directors voted to end operations.

FCC under watchful eyes 16
Spurred by last-minute lobbying efforts by several cities, Congressional scrutiny of the FCC is increasing as the regulatory agency appears ready to pre-empt any local regulation of cable technical standards.

Cox chooses M/A-COM 18
As the NCTA ponders which technology it will use for its operator-driven scrambling consortium, Cox Cable Communications, serving 1.45 million subs, is expected to announce this week that it has placed a multi-million dollar order for M/A-COM's "Video-Cipher II" headend descramblers.

Pacific Bell, Viacom test PPV 19
Pacific Bell and Viacom Cable have officially given the green light for a six-month test of the telco's Automatic Number Identification impulse pay-per-view technology in mid-January.

NBC Cable News 26
Only with a "long-term commitment" from the cable industry and a guarantee of 13.5 million subscribers will NBC launch its 24-hour cable news channel, *NBC Cable News* June 1.

New definition 28
The Federal Communications Commission is considering whether or not to revisit its definition of "basic" cable. The NCTA says there is a "lack of urgency" in such a move.

Houston suit 29
Houston Hit Video/TV5 filed a U.S. District Court antitrust lawsuit against the parent organizations of several record companies and Warner Amex's Cable's system in Houston.

TOPICS

Deborah Coe stars in 'Danger Bay.'

Review 36
While The Disney Channel has produced an adventure series for the entire family, substituting violence with "ecological and humanitarian concern," it seems to have omitted any excitement and danger from its *Danger Bay*, according to Reviewer Bob DiMatteo.

Business 50
With its decision to add another 2,000 homes to the 7,000 it already serves in Reston, Va., Warner Amex has reconfirmed its commitment to serve the Washington, D.C. suburb despite the Fairfax County franchise grant to Media General Cable. Also, ABC Video Enterprises reports its first quarterly profit.

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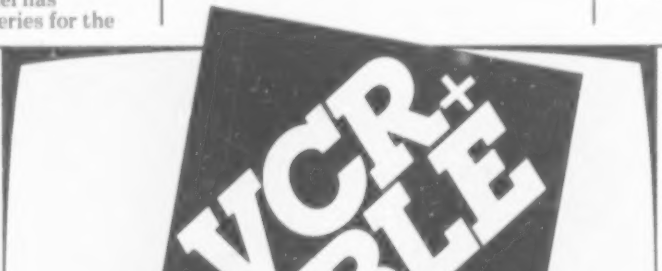

Cover story 40
The cliche "If you can't beat 'em, join 'em" suits the MSOs' new attitude toward the threatening VCR, as they surrender to the inevitable permanence of the fixture and begin launching campaigns designed to encourage subs to see the compatibility of cable and VCRs.

CABLE STATS

Film product comparison—November

Film	Pay Networks					Distributor
The Adventures of Huckleberry Finn		ST	TMC		MAX*	Transcom
All the President's Men	HBO*		(TMC)			Warner Bros.
All the Right Moves	(HBO)		TMC		(MAX)	20th Century-Fox
Alphabet City	HBO				(MAX)	Atlantic TV
American Hot Wax			TMC*			Paramount
An American Werewolf In London			TMC			King Features
The Andersonville Trial				HTN*		Ten
A Nos Amours					MAX	Columbia
Apocalypse Now		(ST)	(TMC)		MAX*	MGM/UA
Arabian Adventure					MAX	AFD
Asphalt Jungle, The					MAX	MGM/UA
Auntie Mame					MAX	Warner Bros
Bachelor Party	(HBO)	(ST)	(TMC)		MAX*	20th Century-Fox
Back to Bataan					MAX	RKO
Badlanders, The		ST				MGM/UA
Battle Beyond The Stars			TMC*			Viacom
Beau Brummel					MAX	MGM/UA
Benji			TMC		(MAX)	Viacom
Beyond The Reef	HBO					Dino de Laurentis
Big Bounce, The				HTN	(MAX)	Warner Bros
A Big Hand For The Little Lady			(TMC)	HTN	(MAX)	Warner Bros
Bill Cosby "Himself"					MAX	20th Century-Fox
Black Beauty		(ST)	TMC			Paramount
Blame It On Rio	HBO*					20th Century-Fox
Blithe Spirit			TMC*			New Century
Blues Brothers, The		ST			(MAX)	Universal
Boarding School					MAX	Atlantic
Body Double	HBO				MAX	Columbia
Bolero					MAX	Cannon
Breach of Contract			TMC			Atlantic TV
Breaker Morant			TMC			Castle Hill
Brother From Another Planet, The			TMC*		(MAX)	Film Gallery
Buckstone County Prison			TMC			Viacom
Buddy System, The	(HBO)	(ST)		HTN*	(MAX)	20th Century-Fox
Bustin Loose		ST*			(MAX)	Universal
Cannonball Run					MAX	Galaxy
Cannonball Run II	(HBO)	(ST)	(TMC)	HTN	(MAX)	Warner Bros
Casey's Shadow	HBO					Columbia
Chained Heat			TMC*			Movie Store
Champ, The					MAX	MGM/UA
Cheech & Chong's The Corsican Brothers	HBO				(MAX)	Orion
City Heat	HBO	ST	TMC		MAX	Warner Bros
City On Fire					MAX	Int. Films
Cloak & Dagger	(HBO)	(ST)	(TMC)	(HTN)	MAX	Universal
Coal Miner's Daughter				HTN		Universal
Cold Feet				HTN		Film Gallery
Conan the Destroyer					MAX	Universal
Crimes of Passion		ST				New World
Cross Creek	HBO*			(HTN)		Thorn EMI
Deadly Force	HBO		TMC		(MAX)	Embassy
Dead Zone, The		(ST)	TMC			Paramount
Deep, The	HBO					Columbia
Deep In My Heart		ST				MGM/UA
Double Man, The				HTN		Warner Bros
Dune	HBO	ST	TMC			Universal
Echoes Of A Summer			(TMC)	HTN	(MAX)	MGM/UA
Eddie and the Cruisers	HBO			(HTN)	(MAX)	Embassy
Eddie Macon's Run	(HBO)	(ST)	TMC*	HTN*	(MAX)	Universal
Electric Dreams	(HBO)		(TMC)	(HTN)	MAX	MGM/UA
Escape 2000		ST				New World
Extraordinary Seaman, The		ST				MGM/UA
Fade to Black			TMC			Compass
Fanny and Alexander	HBO					Embassy
Firstborn		ST*				Paramount
Footloose			TMC			Paramount
Formula, The			TMC			MGM/UA
Fort Apache					MAX	RKO
Fort Apache, The Bronx	HBO				MAX	RKO
French Woman, The					MAX	Film Gallery
From Here To Eternity	HBO*					Columbia
Fury, The					MAX	20th Century-Fox
Gallipoli			TMC			Paramount
Garbo Talks		ST				MGM/UA
Gift of Love, The					MAX*	TLF
Give My Regards To Broad Street	HBO*	(ST)				20th Century-Fox
Goin All The Way		ST*			(MAX)	Shapiro
Goin South			TMC			Paramount
Golden Seal, The	(HBO)	ST				S. Goldwyn
Gorky Park	HBO				(MAX)	Orion
Greystoke	(HBO)	(ST)	(TMC)		MAX	Warner Bros
Hanna K		ST*				Universal
Hardbodies	(HBO)				MAX	Columbia
Hard to Hold			(TMC)	HTN	MAX	Universal
Harry O			TMC	HTN		Warner Bros
Heidi		ST				20th Century-Fox
Hemingway Play, The				HTN*		TEN
Highpoint	(HBO)			(HTN)	MAX	New World
Hobson's Choice			TMC			New Century
Hollywood Knights, The	HBO					Columbia
Hooper			TMC*		(MAX)	Warner Bros.
Hot Dog The Movie	HBO				(MAX)	MGM/UA
Hot Stuff	HBO*			(HTN)		Columbia
House on Sorority Row				HTN		Film Ventures
How Sweet It Is				HTN		Warner Bros
Iceman		ST		(HTN)	(MAX)	Universal
If Ever I See You Again	HBO					Columbia
If You Could See What I Hear	(HBO)	(ST)	TMC		(MAX)	The Movie Store
Incubus		ST				Film Ventures
In Love W/ An Older Woman	HBO					Viacom
Innocents Abroad			TMC			Transcom
Jerk, The		ST				Universal
Joy of Sex, The			TMC*			Paramount
Just The Way You Are				HTN		MGM/UA
La Balance			TMC			RLR Associates
La Cage Aux Folles					MAX	MGM/UA
Lady Chatterley's Lover		ST				Viacom
Lady Killer, The			TMC			New Century
Last American Virgin, The			TMC		MAX	Viacom
Last Embrace		(ST)			MAX	MGM/UA
Last of Mrs. Lincoln, The				HTN		TEN
Last Starfighter, The	(HBO)	(ST)	(TMC)	HTN*	(MAX)	Universal
Last Warrior, The				HTN		Warner Bros
Life of Riley, The	(HBO)			HTN*		Universal
Life On The Mississippi			TMC		MAX	Transcom
Little Drummer Girl, The	HBO	ST	TMC			Warner Bros
Mae West	HBO					King Features
Man In The Wilderness				HTN		Warner Bros
Man Who Loved Women, The	HBO					Columbia
Masquerader, The		ST				Goldwyn Classics
Max Dugan Returns					MAX*	20th Century-Fox
Meatballs Part II	HBO					Tri Star
Merry Christmas Mr. Lawrence		ST	(TMC)		MAX	Universal
Mikey & Nicky			TMC			Paramount
My Favorite Year	HBO	(ST)				MGM/UA
Mysterious Stranger, The			TMC		MAX	Great Amwell
Napoleon				HTN	(MAX)	Universal
Nate & Hayes			TMC			Paramount
Neverending Story, The	(HBO)	(ST)	TMC*	HTN	(MAX)	Warner Bros.
Nightwing					MAX	Columbia
No Big Deal	(HBO)		TMC			Film Gallery
North Dallas 40			TMC			Paramount
Not For Publication	HBO					Thorn EMI
Of Unknown Origin			TMC		MAX	Warner Bros.
Oh God! You Devil	HBO	ST	TMC			Warner Bros.
Old Gun, The			TMC*			Dohaney Prod.

Paul Muni stars in 'Scarface' (1932 version).

Mariel Hemingway stars in 'Star '80'

Merly Streep stars in 'Silkwood'

Film	Pay Networks					Distributor
Omega Man, The			(TMC)		MAX	Warner Bros.
On Golden Pond	(HBO)				MAX	ITC
On the Town					MAX	MGM/UA
On the Waterfront					MAX	Columbia
Osterman Weekend, The	HBO	(ST)				20th Century-Fox
Othello				HTN		Warner Bros.
Oxford Blues	(HBO)	(ST)	(TMC)	(HTN)	MAX	MGM/UA
Painted Hills, The			TMC*			MGM/UA
Panda's Adventures				HTN		Turner Pro. Serv.
Paris, Texas			TMC			20th Century-Fox
Partners			TMC			Paramount
Phar Lap	HBO		TMC*		(MAX)	20th Century-Fox
Philadelphia Experiment, The	HBO				(MAX)	New World
Places In The Heart	HBO					Tri-Star
Police Academy	HBO*	(ST)	(TMC)		(MAX)	Warner Bros.
Pope of Greenwich Village, The	(HBO)	(ST)	(TMC)		MAX	MGM/UA
Prince and the Pauper, The		ST	(TMC)			Tri-Star
Private Eyes, The	HBO				(MAX)	Private Eyes Part.
Private School	(HBO)	(ST)	TMC		(MAX)	Universal
Pudd'nhead Wilson		(ST)			MAX	Transcom
Purple Haze			TMC		MAX	Columbia
Purple Hearts	HBO*		(TMC)		(MAX)	Warner Bros.
Q		(ST)	TMC*			UFD
Question of Honor, A			TMC			Viacom
Race for the Yankee Zephyr	HBO		(TMC)	(HTN)	(MAX)	Hemdale
Raiders of the Lost Ark			(TMC)	(HTN)	MAX*	Paramount
Raw Courage			TMC			New World
Razor's Edge, The	HBO					Columbia
Reunion at Fairborough	HBO*					Hemdale
Revenge of the Pink Panther					MAX	MGM/UA
Rhinestone	(HBO)	ST*	(TMC)		(MAX)	20th Century-Fox
Rose, The			TMC			20th Century-Fox
Running Brave	(HBO)		TMC*	(HTN)		Touchstone
Sakharov	HBO					Titus Prod.
Saturday Night Fever	HBO	ST	TMC			Paramount
Scarface (1932)		(ST)		HTN		Universal
Seargent, The					MAX	Warner Bros.
She					MAX	American National
She Wore a Yellow Ribbon					MAX	RKO
Silkwood	HBO*	(ST)				ABC Motion Pictures
Sixteen Candles	(HBO)	ST	(TMC)	(HTN)	MAX*	Universal
Skokie		ST				King Features
Slap Shot			(TMC)		MAX	Universal
Soggy Bottom USA				HTN	(MAX)	Barnholtz Org.
Something Wicked This Way Comes	HBO*	(ST)	(TMC)	(HTN)		Disney
Songwriter					MAX	Tri-Star
Son of Kong					MAX	RKO
Space Raiders	(HBO)	ST	(TMC)			New Horizons
Splash	(HBO)	(ST)		(HTN)	MAX*	Disney
Squizzy Taylor			TMC			Satori
Star '80	(HBO)		TMC			Warner Bros.
Star Trek III		(ST)	TMC			Paramount
Staying Alive		(ST)	TMC*			Paramount
Streets of Fire	(HBO)			HTN*	MAX*	Universal
The Strip		ST				MGM/UA
Stuck on You		ST*				Troma
The Stud		ST*				Telepictures
Sudden Impact	HBO*	ST	TMC		(MAX)	Warner Bros.
Supergirl	HBO				MAX	Tri-Star
Talk to Me			TMC		MAX	Columbia
Tall in the Saddle					MAX	RKO
Tender Cousins		(ST)			MAX	Crown
Tex			(TMC)	HTN*	(MAX)	Buena Vista
These Three		ST				Goldwyn Classics
Three Little Words		ST		(HTN)		MGM
Tigers In Lipstick		ST			MAX	Castle Hill
Tightrope	(HBO)	(ST)	TMC*		(MAX)	Warner Bros.
To Be Or Not To Be	HBO			(HTN)	(MAX)	20th Century-Fox
Tom Sawyer			(TMC)		MAX*	MGM/UA
Too Scared To Scream	HBO					The Movie Store
Trading Places		ST	(TMC)			Paramount
Trial		ST				MGM/UA
The Trouble with Harry		ST	(TMC)	HTN*		Universal
Twice Told Tales		ST		(HTN)		MGM/UA
Two of a Kind	(HBO)		TMC	HTN*		20th Century-Fox
Two Weeks In Another Town			TMC			MGM/UA
Up the Creek	(HBO)				MAX*	Orion
Videodrome		ST			(MAX)	Universal
Vengeance Valley		ST				MGM/UA
Waitress!			TMC*			Troma
Warrior of the Lost World						American National
Wavelength		ST			(MAX)	New World
Way Out West			TMC*		(MAX)	Hal Roach
Weekend Pass		ST*				Crown
Where the Boys Are (1984)	(HBO)				MAX*	Tri-Star
Without Warning					MAX	Heritage
Yentl			TMC		(MAX)	MGM/UA
Zelig	HBO*		(TMC)	HTN*		Orion/W.B.

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in June, July, August, September and/or October.
- An asterisk indicates the film is a carry-over from June, July, August, September and/or October.
- In total, 223 films appear on the November schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, seven films have played on all five services, 15 films have played on four of the five services, 25 films have played on three services and 62 films on two services. One hundred and fourteen were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 29, followed by Warner Bros with 25, Universal with 22, and Paramount with 17.